

DIGITAL ANALYTICS PRO

Cannabis Marketing



DIGITAL ANALYTICS
digitalanalyticspro.com

**Not sure how to market
your business in a
clouded environment?**

We Do.



Who We Are

Digital Analytics is an advertising agency with a focus on ACHIEVING your end goal.

Our job is designed to make your job easier by delivering results that matter to you in a clear, concise, and transparent marketing program at an affordable cost. Progress and results are delivered in a customized dashboard that is simple and straightforward to understand.

We also evaluate industry trends and provide insights and recommendations on ways to further brand your company and capitalize on sales opportunities.

With a full suite of digital, video, audio, and billboard solutions to help maximize your campaigns, Digital Analytics positions itself as a single-source agency for your marketing needs.



+140%

increase in 2021 of users who have consumed cannabis for the first time according to Coyle market research

\$20 Billion

in Cannabis sales in the US according to Forbes in 2020. 2021 sales are projected to exceed \$26 billion dollars.

\$47.6 Billion

projected amount of Cannabis sales by 2026 according to Kayapush.com

46.6 Million

The number of cannabis consumers expected by 2025

Compliance

AUDIENCE COMPLIANCE

Reach only 21+ Adults who live and work in your target market.

CREATIVE COMPLIANCE

Our team knows what you can and cannot include in your cannabis creative, so you don't have to. We will ensure your ads meet state specific guidelines.

PLACEMENT COMPLIANCE

We place your ads on cannabis compliant websites, mobile applications, and networks. Have your ads on non-cannabis, adult targeted content such as premium news, entertainment, sports, games and streaming services.

How to Talk to a Compliance Audience



- **DISPLAY ADS**
- **GEO-TARGETED ADS**
- **VIDEO ADS**
- **DIGITAL BILLBOARDS**
- **GAS STATION TVS**
- **TARGETED EMAIL MARKETING**
- **USER DATA COLLECTION**

Display Ads

- Display ads drive awareness for your brand and company by reaching 21+ consumers on a variety of websites and mobile applications as they conduct their daily digital habits.
- Display ads are targeted toward Cannabis users based on several hyper-targeted strategies:
 - Search and Keyword History
 - Target users based on their search history and when they search for specific keywords and phrases
 - Contextual
 - Target users on websites and applications relevant to the Cannabis industry
 - Site Retargeting
 - Target users who have visited your website and already shown interest in your products and company



Geo-Targeted Ads



- Ads are targeted to consumers based on their physical visitation behaviors and history.
- Target consumers who have visited specific locations such as competitor dispensaries, vape shops, QSR restaurants, and Cannabis based events or expos.
- Track how many targeted individuals come to your stores and where they came from.

Video Ads / OTT

- Video ads target consumers through web browsers, mobile applications, and on their home TV screens.
 - Web Browsers
 - Target individuals pre and post videos they watch on websites that are both Cannabis and Non-Cannabis publishers
 - Mobile Applications
 - Target individuals as they use top mobile applications on their phones and tablets, including streaming video content.
 - TV Screens
 - Target in-home large screens as individuals stream video content through OTT and CTV ads.



Digital Billboards & GSTV

- Digital Billboards and Gas Station TVs (GSTV) target consumers as they are out in your specific market, driving awareness for your brand and business.
 - Digital Billboard Benefits
 - Have multiple messages running simultaneously
 - Quickly switch out creative without having additional production cost
 - Day part messages to specify messages based on morning, mid-day, and evenings
 - Utilize top publishers including Lamar, Outfront Media, Adams Outdoor, and more
 - GSTV Benefits
 - 97% of audience is 21+
 - Have video ads seen at top in-market gas station pumps such as Shell, Exxon, Mobil, and more



Targeted Email

- Our targeted email marketing campaigns use a database of emails to target individuals in your market based on demographics and behaviors. This strategy is tremendous in introducing your brand and company to new consumers or pushing out promotional offers.
 - Track how many users open emails and click on links in the email.
 - Send follow up emails to individuals based on their engagement and curate messaging to each audience segment
 - Utilize existing customer emails to push out thank you messages, rewards emails, and shop again emails.





User Data Collection

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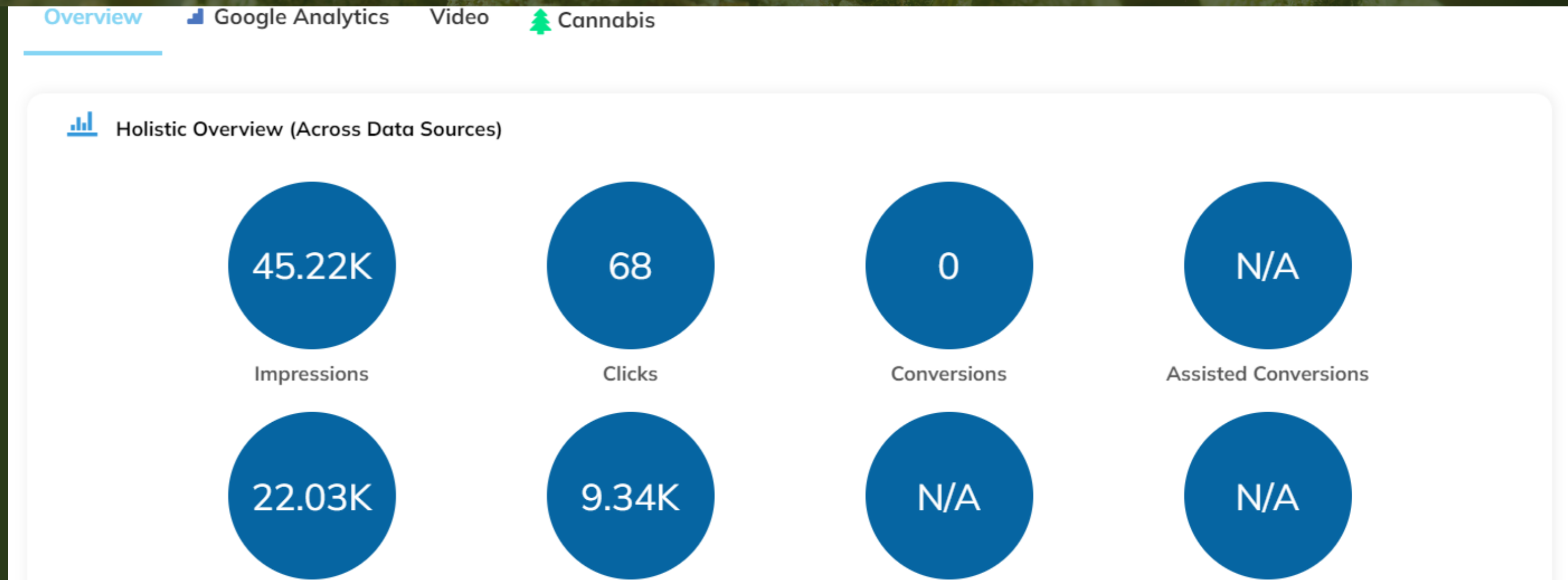
Reporting

HOW WE MEASURE SUCCESS

With the integration of Google Analytics, Site Pixels, Foot Traffic Reports, and Ecommerce Tracking, we are able to measure the success of the campaigns, defined KPIs, and optimize them to your goals

TRANSPARENCY

See campaign performance in real time through a customized dashboard that can be accessed 24/7





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