

# WE HELPED A CANNABIS BRAND GET DISPENSARY VISITATION LIFTED

Cookies, a leading seed-to-sale cannabis operation in California, ran an out of home ad campaign with OUTFRONT aimed at driving in-store visits to their Modesto, San Diego, and San Francisco dispensaries. We partnered with Reveal Mobile to execute a footfall attribution study to demonstrate the impact of the advertisements on exposed consumers.

## STRATEGY & TACTICS

- **Markets** | Modesto, San Diego, San Francisco
- **Ad Formats** | Digital and static bulletins, roadside and street-level
- **Proximity Targeting** | Inventory was selected based on proximity to store location(s) in each market
- **Campaign Duration** | 9 months + 30 day attribution window

## HIGHLIGHTS & RESULTS

- The creative included a simple design with a clear call to action, featuring the store locations in bold.
- The results indicate that the OOH campaign made an impact on cannabis consumers, with the exposed group showing a substantial positive lift compared to the control group who did not see the ads.
- The visitation rate for the exposed group increased by 193% over the course of the campaign, while the control group's visits decreased by 60% over the same time period.



## RESULTS

CONSUMERS WERE **253%** MORE LIKELY TO VISIT A COOKIES STORE AFTER EXPOSURE TO AN OOH AD THAN THOSE WHO WERE NOT EXPOSED

 REVEAL MOBILE™





DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.