

WEBINAR

6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising/>

Slide 1

6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

Leverage Display Ads to Reach Your Target Audience

Slide 2

Today, we'll be covering:

- The value of programmatic ads with real-time reporting for your digital marketing strategy
- How you can leverage dispensary programmatic ads to reach more potential customers
- Which 6 campaigns you should launch to start driving traffic to your store and website



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| <p>Slide 3</p> | <p>My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this information with you today.</p> |
| <p>Slide 4</p> | <p>Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively focused on dispensaries and delivery services within North America. We're really excited to be helping advance our industry forward.</p> |
| <p>Slide 5</p> | <p>A couple of housekeeping items before we get started.</p> <p>If you have your cell phones on you, please put them facing down on your desk or mute them. We are going to be covering a lot of information in a very short window of time and it helps to retain focus.</p> <p>Familiarize yourself with the Zoom interface. If you haven't become a master at Zoom yet, if you go to the bottom of your screen there is a Q&A button. We do have moderators with us today that will be addressing questions throughout the webinar.</p> |
| <p>Slide 6</p> | <p>In simple terms, programmatic advertising is the automated buying of digital ads. It's the actual process or method for securing ad space. When I talk about automated in this sense, I mean that instead of hashing</p> |



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things out with individual publishers, buyers can submit bids in real-time via a programmatic ads platform and have their ads show up live within seconds.

Of course, this isn't how it always used to be. Programmatic advertising has really simplified the process and revolutionized the advertising marketplace by making it much quicker and easier for businesses to get their ads in front of the people who are most likely to respond to them.

Programmatic advertising is faster and more efficient than traditional ad buying methods, and more businesses and agencies are taking advantage of it than ever before. In fact, it's estimated that over \$155 billion will be spent on programmatic advertising in 2021 – nearly double the amount spent in 2017.

We often get caught up with the name “programmatic advertising” and think that it's something confusing, but here's the thing—you've seen thousands of these types of ads.

Let's say you scrolled through the CNN app this morning and then read a news story. Each of their stories has multiple programmatic display ads sprinkled throughout. Or maybe you did some sudoku while waiting for your coffee to finish brewing. Right at the bottom of the app, there was probably a banner ad. Now, imagine how many ads you've seen on various websites, apps, and even YouTube videos over the last week. Hundreds, if not thousands of ads if you're a typical media consumer.

What if your dispensary could secure that reach? Imagine how many people you could get your ads in front of.



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Thankfully, programmatic advertising is available to dispensaries and they provide you with the chance to catch the attention of new customers and to get current customers to shop again. You can create eye-catching ads that stop people from scrolling and get them to click through to your menu and place an order. And here's the kicker—because of that automation in the buying process—this is easier to do than ever before as long as you have a talented cannabis tech and advertising agency to partner with.

Now, before we talk more about the benefits of programmatic ads, I'm going to mention one big one up front so that we can say goodbye to the elephant in the room.

If you're concerned about compliance—don't be. Programmatic ads are a compliant way of reaching your audience. Yes, there are limitations in some places, but as long as you abide by those rules, most dispensaries can run programmatic ads. There is just one state that I can think of that severely restricts the use of geographic data for advertising, which is crucial for these ads, and that is the state of Colorado. Other states require that you share your license number or that you refrain from sharing the benefits of cannabis in your ads. Those things are easy to do and they won't impact the effectiveness of your ads.

Slide 7

Ok, so we know these ads are compliant as long as you follow your state's advertising regulations, but the benefits don't stop there. These ad-types are quicker to launch; they have a large, compliant audience reach when you work with a skilled agency; they provide you with



6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

multiple targeting options to create a variety of campaign types; and they also allow you to retarget across devices. And then there's the kicker: real-time, accurate reporting.

I'm going to dive into each of those benefits now so you can really see how valuable they are and make a better determination about whether these types of ads will help you reach your goals.

First: they're fast. So how does programmatic advertising work so quickly? Well, instead of negotiating with publishers for ad space the old-fashioned way, programmatic advertising uses AI and machine learning to make better decisions about where to show ads and who to show them to.

Second: For these ads to work well, you need to have a large audience that you can reach. Now, we're in a very unique industry. We need to be marketing to people who are of-age and who want to use cannabis.

Our ad network allows us to reach millions of individuals across the nation and serve them dispensary ads. We have the customer data and can leverage it to determine who to show an ad to and when to show it to them. This is crucial for making effective ads that actually lead to people placing orders.

Third: Targeting. The data I just mentioned can be used to effectively segment customers into smaller groups based on common factors such as demographics, interests, and behavior.

Segmentation allows advertisers to target audiences that are more likely to respond well to their ads, maximizing efficiency and minimizing waste in the process.



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So basically, you want to be segmenting based on a variety of factors like age, location, and interests to best reach your target audience. This will help ensure that the right people are seeing your ads and increase the chances that they'll buy from you.

Programmatic advertising relies on databases of customer data to automate better ad-buying decisions. This living database is connected to audience devices, households, purchases, places of work, frequently visited websites, frequently visited locations, and much more. This data is then leveraged to identify the people who are most likely to convert, as well as to identify look-a-like audiences. These may be people who display similar shopping patterns, display similar behaviors, or that show interest in similar products. Your ads will only be as good as the data you have, so finding a robust network is crucial.

One more point about targeting: when you do it right, click-through rates can be as much as 5x higher than normal prospecting ads. Now, this isn't a promise or a guarantee. The reason these ads have a higher click rate is because of careful planning. Having a team that understands how to get the most from programmatic advertising strategies can help you create and run ads that get noticed and drive sales.

Better ad targeting means less money wasted showing ads to people who are unlikely to be interested in your products or services. Instead of casting a wide net, targeting lets you spend your marketing dollars more efficiently by focusing on specific geographic areas where potential customers may be concentrated.

If a consumer sees an ad when they are far away, they



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may consider purchasing or learning more later. However, if a potential customer sees an ad when they are nearby, they are more likely to convert and to do so more quickly.

Simply by targeting your ads to someone's geographic location, you are more likely to show them something relevant and less likely to throw away valuable marketing dollars on ads that won't get clicked.

Fourth: Cross-device targeting. Have you ever shopped for something on your laptop and then seen ads for it on your smartphone? That's possible because of cross-device targeting. Basically, it's the ability to recognize that a set number of devices belong to one individual so that you can offer target ads across their different devices. This really helps keep you top of mind, which in this business is really important for getting a sale.

And finally, the fifth benefit I want to cover is reporting. Programmatic ads allow for real-time reporting so you can see whether your ads are actually working and getting people to buy from you. If you can't measure it, you can't manage it.

By implementing ads with reporting, you can make changes that will allow you to create even more effective ads and boost your revenue.

Slide 8

So what kinds of ads can you run this way?

We offer display ads, native ads, and video ads under programmatic.

Display ads are graphic ads that can appear on websites



6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

and apps. They come in a variety of sizes, like banner ads.

Native ads mimic the style of where they're placed. Basically, they match the app or website they go on so they aren't seen as obvious ads.

Video ads run on sites like YouTube, these are interruptive video. They can also be OTT or over-the-top video ads which run on smart TVs as opposed to FCC-regulated broadcast channels.

During our strategy session, we can help you determine which types of ads may work best for your specific goals. No cookie-cutter strategies here—we want to make sure that you launch ads that will work well in your market and get you the sales you deserve.

Now, you can launch these ads and have them go flat because you chose the wrong programmatic ad seller. You need to find out how large their cannabis or CBD audience already is, or else you may end up spending a bunch on ads that don't generate clicks.

Through our tech, we are able to reach millions of cannabis customers. We have pixels on their devices and can also use them to build look-a-like audiences to reach even more canna-curious consumers.

This means you don't have to guess whether people are interested in your products, you'll know, and you'll be able to target them more effectively.

Slide 9

Here's a case study for a multi-location retail chain based out of the New England region that uses our



6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

Slide 10

programmatic ads network.

They invested \$44,086 in display ads for Q1 of this year to continue to drive business to their shops.

Their investment resulted in 177 store visits to their dispensaries and 20,255 online orders. This generated one million dollars in revenue, with a return on ad spend of \$26. Their cost per acquisition was \$2.18. Their investment has paid off many times over.

Pretty great numbers, right? But now I bet you're wondering just where their ads showed up.

Now, because we are audience-focused and want to get ads in front of interested of-age people, you'll notice that these sites serve a variety of adult audiences. The publishers here have numerous outlets so that we can actually reach millions of adults interested in cannabis across the US and Canada.

Take a look at these logos—this is only a small representation of the publishers where our ads appear. In all probability, your target audience is visiting at least one of our publishers. I know that I alone go to at least one of these sites almost daily, and that doesn't include the long list of publishers whose logos aren't up on this slide.

Our large network of millions of cannabis-friendly websites and apps that allow us to advertise to over 150 million devices. That includes both THC and CBD consumers across the country who are interested in hearing more from dispensaries.



6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

Now that we know the types of ads you can run and where they're going to show up, let's talk campaigns and how to put this into practice.

Slide 11

So how can you make the most of these types of ads? Let's talk about 6 ad types that can score you more customers. These are all audience-focused ads. It's about reaching people when they're in particular geographic locations or have shown particular online behaviors, like visiting your website.

First up: radius targeting.

This is when you target consumers within a certain radius around your dispensary or your delivery area. This is an excellent way to reach everyone that's visiting shops nearby or other tourist hotspots in your vicinity.

Basically, you set a perimeter around a specific point, like your dispensary. If you're in an urban area, you may want to set a smaller perimeter, like 2 miles. In a suburban area, 5 miles will work better.

Your perimeter acts as an on-switch. When people who meet your demographic requirements enter your perimeter when your ads are running and they check an in-network site or app, they'll see your ad. Simple, right?

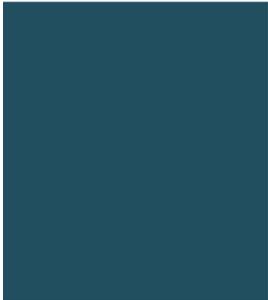
This is a great way to remind people that you're just around the corner and to drive foot traffic. You can also use it to encourage people to order ahead of time.

If your target audience shops at nearby stores or goes to the local yoga studio, this is a great way to entice them to



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stop by. This type of campaign can be run across all ad types, so you can have a mobile banner ad on a popular sports website or a native ad on a magazine app. The ads themselves may differ in order to reach the right audience, but the targeting may not.



Slide 12

The next ad type is competitor targeting, which is the ability to target competing retailers to gain market share. This strategy is essentially trying to lure people away from your competition.

Basically, instead of drawing a perimeter around your dispensary or a particular neighborhood, you focus on the area surrounding your competitors. You can then create a special offer to score new customers and draw them away from your competition.

This is especially useful in high-density areas where there are a lot of dispensaries. So let's say you're a new dispensary setting up in a large city like LA, Boston, Detroit, or Philly, then you may want to use competitor targeting to introduce yourself to your competitors' customers and get them to shop with you instead.



Slide 13

Landmark targeting is done in a similar way. Just like competitor target, you draw on a map around the areas where you want to target.

This is perfect for targeting people at certain locations. Basically, you want to find the places your target



6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

Slide 14

customer is likely to frequent. If your focus is on wellness, for example, maybe you would want to target the holistic shop down the street or the organic supermarket nearby.

Basically, with this ad type, you would want to think about where your target audience spends time. Do they take public transportation to work? Do they go to a particular gym? Do they enjoy the nearby parks? Then you can create ads for those specific areas to get them to shop with you.

You've probably heard the term "retargeting." And there's no doubt that you've been part of a retargeting campaign.

You know when you're shopping for some sneakers and then you decide not to buy them? A day or two later, you're checking Facebook, and surprise, there's an ad from Nike.

They've retargeted you—they put a pixel or cookie on your device so that they can serve you ads based on what you did on their website. It's one of the most effective tools you can use to reach customers who are on the brink of abandoning their shopping carts.

Simply put, retargeting refers to the practice of reaching out to consumers who have interacted with your brand before. It involves the use of a simple Javascript code called a "pixel" to track that consumer after they leave your site.

That pixel tracks the websites a user visits and their behavior to determine interests, as well as other



6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

Slide 15

demographic and psychographic variables. Depending on the type of campaign you want to run, this is the data that will be used to determine who will see your ads.

Retargeting can be done via all of our programmatic ad types. So you can retarget customers who have already engaged with your brand in some way. Maybe they've made a purchase, or maybe they got to the checkout and bailed.

Retargeting is one of the most effective ad campaigns you can run and it can be done in tandem with other ad campaigns.

In general, special events that your ideal audience goes to are great to target. However, many of those events have had to be canceled or changed because of the pandemic.

Three of the locations that I'd segment under this heading have been affected: stadiums, concert venues, and time-bound events like outdoor festivals.

Imagine serving up ads at Coachella or other nearby music festivals.

There are still events going on at a different scale in some areas, and there are new events like drive-in concerts that you can target. Once these events are back on, I definitely recommend that you begin targeting them.

Until then, the pandemic has brought a retro event back. Drive-in movies are a thing again, and they're a great place to launch targeted ads.



6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

As with all of these ad campaigns, the main concern is just finding those events and places that your target audience will be at. If you're looking to advertise to Millennials, then doing event targeting at a Phil Collins concert isn't going to help you reach the people who are most likely to buy from you. If your target audience is boomers, however, then it may be perfect.

Slide 16

Until the nation legalizes cannabis, cannabis tourism will continue. If you want to tempt visitors to check out your shop, you should target your nearest airport, as well as popular attractions that are close by.

These spaces have taken a bit of a hit because of the pandemic. However, they are slowly opening across the country.

If you're in LA, you can target LAX, Griffith Park, the Hollywood Sign, the Boulevard, and more. Ideally, focus on the spots that are closer to your store. You can even target hotels with video ads!

There's no need to target every attraction. You'll have more success if you methodically target only certain attractions that your ideal audience is likely to visit.

Slide 17

If you want to make the most of your ads, targeting the right places isn't enough. You also want to do these three things to increase the effectiveness of your targeting.



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<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

Tip one is to not just focus on location, but to also define your radius by time.

That means that when you choose to send ads to people at your nearby Whole Foods, your ads should only run at certain times.

There's no reason to run ads when people can't see them or when they can't shop with you.

Tip two: take advantage of events. Certain areas and places are more popular during events.

Plus, Summer is practically here and people will be hitting up the beach and vacationing. There may be festivals and summer events in some places in the country, though at a different scale than previous years.

Create relevant ads around those events. By targeting specific locations during those times, you can increase your foot traffic.

Tip three: make sure to customize your ads.

If you go through the trouble of targeting different locations, also create different ads for the various places.

For example, your gym ad may say something about relaxing or recovering after a workout, your event-based ads may be more about having fun, and your restaurant ad may talk about digging in to some good food.

Slide 18

Once you've done all this and have your ads running, how



6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

are you going to know whether they're effective?

After all, no one wants to do all this work and not know if it's working.

We've found that revenue attribution is crucial for making sure that your ads are helping you meet your goals. Unfortunately, not enough dispensaries and industry marketers are doing this.

At Foottraffik, we've actually made revenue attribution part of our mission. We don't just want to help you create ads, we want to make sure that you have the analytics necessary to make informed decisions about your advertising budget.

So what does this look like?

When you work with Foottraffik, we'll put in place the pieces necessary to track how well our ads are working. We'll install Google Analytics and enable ecommerce tracking.

This lets us see how many sales are attributable to different channels.

With programmatic ads, we also have a real-time reporting dashboard that helps you monitor your advertising success.

Not only does this help you see whether your ads are working or not, but it also makes it easier to determine where you should invest your advertising dollars. If you're running multiple campaigns, you can see which ones are getting you more clicks, and which is getting you more sales.



6 Programmatic Advertising Campaigns You Should Run Right Now to Get More Customers

<https://www.foottraffik.co/webinars/dispensary-programmatic-advertising>

I want to note that we don't just do this for programmatic ads. We can also measure the effectiveness of your Google Ads and your SEO strategy. It's valuable across the board.

And this tracking doesn't just clue you in to how well your advertising is doing. It can also help you note changes over time, recognize cyclical sales patterns, and identify challenges and opportunities.

When you sync Foottraffik Analytics with your e-commerce software, you can see the source of your web traffic, their conversion rate, and the number of transactions from that source.

You can also see the total revenue that can be attributed to a specific source, as well as the average customer spend.

All of this is valuable information that you can use to make informed decisions regarding your advertising budget.

Slide 19

Let me tell you a little more about what you can expect when you partner with us to run programmatic ads. We'll create the display and natives ads for you and send them to you for review, then it will be show-time. As long as we have your approval.

We'll have them running on your customers' favorite websites and apps. Plus, we'll provide easy-to-read live reporting so you can monitor your campaign's progress in real-time.

At the same time, because we want to deliver great results, we will also be monitoring progress to make



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Slide 20

changes as necessary so we can get you the maximum bang for your buck. We've run thousands of campaigns, and we use the knowledge we've gained from those to better optimize each and every campaign.

I really want to get you set up with these ads because they have so many potential uses. You can target your delivery zones, you can target specific neighborhoods, you can create win-back campaigns, and you can even target new customers or the competition's shoppers.

I am so grateful that you decided to join us today. To make it worth your while, we're running a special deal starting today just for attendees.

Save 50% off of your first month of a programmatic ads campaign when you sign up for a three-month pilot. Schedule a call now to take advantage of this deal at foottraffik.me/call

Let's get a call scheduled so we can launch these for you fast and you can start seeing that increase in revenue. This deal is good until Wednesday the 12th, so go to foottraffik.me/call to schedule a call with me.

Thanks so much for joining us today.



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