



WEBINAR

Programmatic Advertising 101 w/ Jake Litke

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<https://www.mediajel.com/webinars/cannabis-programmatic-advertising/>

Programmatic Ads 101

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What you need to know about MediaJel and Programmatic Advertising

MediaJel was created to help solve some of the largest issues in regulated advertising. Specifically, cannabis brands lacked access to modern digital advertising tools.

Challenges for the Cannabis Industry

For cannabis brands, and regulated brands at large, re-targeting, being able to have revenue attribution and access to mainstream advertising inventory was extremely difficult.

Of course, compliance also poses a large challenge for most cannabis brands.



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Programmatic Ads Can Help

We really want to allow the cannabis industry to advertise the same way that the CBD industry does, and one of the ways we can do that is through programmatic advertising.

What is Programmatic Advertising?

Programmatic advertising is the process of buying up audiences that our advertisers can benefit from being exposed to directly, the impressions are being made available in an auction format, similar to the stock market.

These impressions allow advertisers to reach the right audiences, at the right time, in a way that is completely compliant.

Why MediaJel?

We have the largest set of inventory for cannabis approved advertising. So all of the publishers that we work with know and understand the rules, so we don't ever did campaign shut down because everything we're doing it's completely aboveboard.



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How Do Programmatic Ads Work in the Real World?

So, what would be an example of a way cannabis businesses can get your ads in front of the right audience?

We've got a whole bunch of tools and we use them for different things, but some real clear examples would be using geospatial data.

We have an arch amount of data that comes from people that have opted into share their information, you know through 10s of thousands of different applications.

So there's opt in audiences, but we can do things like drop polygons around all the dispensaries in a given market. This data can easily be used for re-targeting, and of course, improving marketing strategy.

Meeting You Where You're At

You know, we say that we operate primarily in the US, we do work with some advertisers in Canada and Puerto Rico.

Every state is very different, even down to how you get an ad approved, you know we have generally mastered trust with our publishers. They know the ads that we're going to put on their sites are safe for them.



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How Long Does It Take To See Results?

How long should people wait before they can really make a decision on the success of their campaign?

When we start off we usually set up a campaign on a 90 day flight, and we typically see success in that time. That gives us time to learn. We usually recommend scaling the budget up over time, each brand is going to connect with a different audience and different publishers work better in different regions or work better so we'll set up campaigns usually with a few different tactics, will have a prospecting line item, which is something that's going to be sort of a general area.

We will make some educated guesses on specific audience types, that we want like I said the geospatial stuff or we think that purchasers of this particular type of product our visitors to these types of venues are going to be likely buyers-and we're pretty good at that.

Although we are always surprised, with the data right, I mean it's test and learn with this stuff you, you want to cast a wide net and then have some precision tactics as well, but the wide net will unearth data points that you will be surprised by almost every time.

Then we can start to focus things on those specific things that are converting best.

Why Choose Us?

We are, we are a channel to help you tell your story to consumers, we are not your storyteller you are your storyteller it's your brand.



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You have to help us tell us what you want to tell consumers and then, when we find those consumers and deliver them to you.

We're not trying to just be a media agency that is trying to sell the most impressions, as we can.

We focus on how we get returns for our customers, we take a very active role.

You know when you're advertising with us that you have a customer success manager that's someone you're talking to on a regular basis. For many of our advertisers, we have shared slack channels with them, so we have real time collaboration.

Things happen in cannabis right?

Maybe your Google my business account gets messed up for some reason or your store is closed or you're out of out of product. This happens, a lot right we're running a campaign for someone, it's effective and then they don't have that product anymore.

We need to be able to respond pretty much in real-time to shut that campaign down redirect that ad buy- so we can help support our clients in real-time.



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