

## THE CHALLENGE

Promoting cannabis businesses online can be a daunting task. Only a very limited number of online advertising platforms allow cannabis campaigns today. Policies around marketing cannabis businesses are confusing. It's hard to understand what type of messaging is allowed or what is illegal given the current regulatory patchwork among federal, state, and local laws. Building an online ad strategy can be near-impossible in the current climate.

## AN INDUSTRY POISED FOR GROWTH<sup>1</sup>

In the United States, 2019<sup>1</sup> forecasts that the Cannabis industry was projected to:

- Generate \$5.9 Billion in medical sales
- Add an additional 2.4 Million medical cannabis users
- Generate \$7 Billion in recreational sales
- Reach \$1.4B in total hemp market value



Advertising spending for the Cannabis Industry is expected to grow to \$825 million in 2019<sup>2</sup>

## THE SOLUTION

Our Online Cannabis Advertising Proposals are designed to comply with local regulations and built to make an impact on your business. We take a fully custom approach to building campaigns that can scale. Our solution enables cannabis businesses to get in front of their target audiences. We combine your input with our expertise to build a campaign that is optimized to deliver the best performance in order to achieve your marketing goals and objectives.

We've done the leg work so you don't have to.

The variety of tactics we for your campaign work together as a complex, comprehensive solution, that's delivered simply. It's designed to gain the attention of your audience and engage with them.

### TACTICS WE USE:



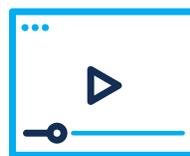
Geofencing



Intent Targeting



Retargeting



Video Advertising  
(Including Connected TV)



Native  
Advertising

The campaigns will only be approved to run in States in which cannabis has been legalized, and can only target audiences of legal age per the local regulations. Please consult our Cannabis Advertising FAQ for a detailed look at campaign requirements.