

# CBDDeebly Is Pioneering CBD Marketing

## CBDDeebly Doubles Down On Basis Data: Fresh Targeting and Business-Driving Analytics

CBDDeebly brings a fresh, data-driven perspective to CBD marketing. CEO Chris Franks finds significant value in data for targeting, but pontificates about impact of analytics on the budding CBD industry at a macro level. Here is how

### CBDDeebly uses data in unexpected ways:

#### TARGET MEDIA

Basis offers a myriad of CBD-friendly targeting options for CBDDeebly to go beyond the expected and find niche audiences for their myriad of clients.

#### SHAPE BUSINESS

Analytics enables CBDDeebly to drive digital marketing optimizations to meet and exceed media KPIs like CPA, AOV, and ROI.

#### OPTIMIZE MARETING

CBDDeebly blends data from Basis and other sources to identify clusters and guide their clients' business, surfacing new targets, surprising use cases, and product innovations.

## Basis Technologies Provides Remarkable Service and True Partnership

CBD advertising is highly regulated and constantly changing, but there is significant opportunity in the confusion. Basis Technologies world-class Success Managers are true partners to CBDDeebly, bringing expertise to CBDDeebly's strategic vision.

"Hands-on, strategic, and technically capable. It's rare to find someone who can answer issues both technically and strategically. Our Customer Success Manager can answer most questions without running to a technical team and I learn something new every time we speak. -Luke Rothschild, Ad Scientist at *CleverFunnel*

Chris Franks, CEO of *CleverFunnel* adds, "We're trying to do advanced, technical things. We're not standard. We do things differently and our account team is not only supportive, they contribute. We see them as partners, which is really high praise in our world."

"The blend of advanced tech and remarkable support has been a huge success in the CBD world. Basis, our account team, and our PDM framework has led us to a **198% ROAS for one of our clients.**"



**Chris Franks**  
CEO CleverFunnel  
and CBDDeebly

### MEET CBDEEBLY

CBDDeebly, a division of *CleverFunnel*, propels CBD brands into the using vertical expertise, CBD-specific advertising tactics, and risk-free data-driven strategies. They pioneered the PDM framework which uses a brand's data to build audience Personas, understand the Drivers that resonate, and craft effective Messages.