

# REACHING UNPRECEDENTED ROAS

An award-winning cannabis retailer leverages Basis Technologies programmatic expertise to achieve 8x higher return on ad spend.

## STORY

A Michigan multi-location medical and recreational cannabis retailer was looking to bring their digital advertising in-house to improve their media performance and business goals. They knew it would take time and training to transition, and they would need an expert partner to help lead their campaigns while they migrated their digital media operations.

## GOAL

- Reach CBD/cannabis purchasers in Eastern Michigan while maintaining compliance with industry regulations
- Drive online sales of various CBD/cannabis products available for purchase online and at retail locations
- Maximize return on ad spend (ROAS)

## CHALLENGE

The cannabis industry is quickly growing and evolving with new regulations and geographic nuances constantly changing the landscape. This chaos creates complicated and confusing paths to execute and reach the right audience at the right time to create a meaningful connection.

## SOLUTION

The retailer was confident that Basis Technologies' Path to Self-Service solution provided the flexibility and expertise to take their digital media campaigns to the next level. For their first campaign, the Basis Technologies team focused on prospecting through trusted partners such as *Fyllo*, which offers one of the largest ecosystems of cannabis and CBD-derived purchase data and is available directly through the Basis DSP Platform. The team implemented a data-driven campaign with programmatic, display, contextual targeting with *Peer39*, and retargeting to reach the desired audience. A universal pixel was also implemented to create various models for targeting, attribution, and subsequently optimization for a more efficient return on investment.

## APPROACH



DISPLAY



PROSPECTING



CONTEXTUAL



PURCHASE DATA



GEO-RT



RETARGETING

## RESULTS

**60%**

More efficient campaign ROAS than client benchmark

**14k**

Over 14,000 purchase conversions

**8X**

Top performing tactic was 8x more efficient than ROAS goal

**ROAS**

KPI Reached Unprecedented Results

## BASIS TECHNOLOGIES SOLUTIONS USED

### THE TECH: BASIS DSP

It's the only DSP united with programmatic, search, social, and site direct via a single interface. Basis DSP grants access to an entire programmatic universe of inventory, audiences, and data sets. It allows us to deliver unmatched cross-channel performance while streamlining and enhancing the entire digital media planning, buying, and activation process.

### THE SERVICE: PATH TO SELF-SERVICE

While our technology sets us apart, our unparalleled Raving Fan service and flexible solutions are what help move your business even further. This combination of technology and services not only contributes to superior performance, but it is what makes Basis Technologies an industry leader. With Path to Self-Service, customers can onboard new technology at a pace that makes sense for their evolving business, gaining new flexibility and control over their digital advertising.

## RECOGNITIONS

**Gartner**  
Ad Tech Magic Quadrant



THE 2021  
PROGRAMMATIC  
**POWER  
PLAYERS**

## PARTNERSHIPS

**Meta**  
Business Partner

