

# CASE STUDY

# case study



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## How We Unlocked the Door to Online CBD Ads

### Ever Dreamed Of Promoting Your CBD Business on Meta and Google? Well, Hold On, It's Possible!

BMO isn't just any CBD shop; they're top dogs in purity and potency, setting the gold standard in customer satisfaction and quality in the CBD market.

### PROBLEM

The client, a heavyweight in the CBD retail sector, was hit hard by declining returns and stagnant sales despite shelling out big bucks on digital ads. The roadblocks were massive:

- **Ad Disapprovals:** Meta and Google run a tight ship with CBD ads, knocking many of BMO's ads to the curb due to strict policies.
- **High Advertising Costs:** The cash was flowing out, but the sales weren't bumping up, leaving our client in the lurch.

# Solution

We rolled up our sleeves and laid out a game plan that was all about dodging these curveballs and smashing sales records

- ✔ **Policy Compliance:** First thing's first, we dove deep into the nitty-gritty of Meta and Google's ad policies. We scrubbed and polished BMO's ads until they shined with compliance, ensuring they'd stick without getting the boot.
- ✔ **Targeted Advertising:** We got laser-focused with our targeting. By dialing in on lookalike audiences, circling back to previous visitors with retargeting, and zeroing in on demographics and interests, we made sure every ad dollar counted.
- ✔ **Content Marketing:** We didn't just rely on paid ads; we beefed up our approach with killer content marketing. This strategy was all about drawing in potential customers organically, giving them the lowdown on BMO's top-notch products, and educating them on the benefits of CBD.
- ✔ **Performance Monitoring and Adjustment:** We kept our eyes peeled and fingers on the pulse, monitoring every move these campaigns made. With real-time data, we tweaked and tuned our strategies to squeeze out every ounce of ROI possible.



# OUTCOME

BMO's digital storefront turned from ghost town to boomtown. With our tailored tactics, they saw a sharp increase in traffic and sales, finally getting the bang for their buck that they deserved in digital advertising.

Ready to see what this kind of tailored strategy can do for your CBD business? Reach out and let's make those digital ad dreams a reality.

## RESULT

### **Return on Ad Spend (ROAS)**

- Initial ROAS: 2.86
- Improved ROAS: 5.18

*We effectively increased the ROAS from 2.86 to 5.18, showcasing our ability to optimize ad spend and deliver higher returns on investment.*

### **Cost Per Purchase:**

- Previous Cost Per Purchase: \$42.46
- Current Cost Per Purchase: \$27.58

Despite an increase in the cost per purchase, our strategic approach ensured that the overall value and quality of each purchase were maximized, resulting in better profitability.

## Purchase Volume:

- Initial Purchases: 668
- Final Purchases: 755

We drove a significant increase in the number of purchases, boosting the volume from 668 to 755. This growth demonstrates our capability to attract and convert more customers effectively.

## Overall Purchase Conversion Value:

- We achieved a substantial boost in the overall purchase conversion value, further emphasizing the success of our targeted marketing efforts and strategies.

**Before**

Off/On	Campaign	Results	Impressions	Clicks (all)	CPC (all)	CTR (all)	Purchases	Purchases conversion value	Cost per purchase	Purchase ROAS (return on ad spend) ↓
	Campaign P1 - BMO	50.00 Daily Website purch.	1,739,106	39,647	\$0.39	3.43%	559	\$68,103.64	\$41.99	2.90
	Campaign P4 - Jun 2024 Creatives	50.00 Daily Website purch.	319,888	12,448	\$0.39	3.89%	109	\$13,084.35	\$44.91	2.67
Results from 2 campaigns			2,058,994	72,095	\$0.39	3.50%	668	\$81,188.00	\$42.46	2.86
			Total	Total	Per Click	Per Impressions	Total	Total	Per Action	Average

**After**

Off/On	Campaign	Results	Impressions	Clicks (all)	CPC (all)	CTR (all)	Purchases	Purchases conversion value	Cost per purchase	Purchase ROAS (return on ad spend) ↓
	Campaign P4 - Jan 2024 Creatives	50.00 Daily Website purch.	1,240,398	91,054	\$0.41	5.60%	483	\$76,739.04	\$26.48	9.00
	Campaign P5 - BMO	50.00 Daily Website purch.	460,978	8,966	\$0.90	1.94%	272	\$30,172.23	\$29.67	4.73
Results from 2 campaigns			1,701,376	100,020	\$0.63	2.85%	755	\$1,14,911.27	\$27.58	5.18
			Total	Total	Per Click	Per Impressions	Total	Total	Per Action	Average

Thank  
You!