



## The Bakeree's advertising goes digital

*"We started seeing new customers as soon as the campaign started. We had our budtenders ask where our new shoppers had heard of us, and many said they'd seen our ads online." — Owner, The Bakeree*

### The Challenge

In a competitive cannabis market in Seattle, The Bakeree and its digital advertising agency, PrograMetrix, wanted to increase the dispensary's brand awareness and sales by delivering their ads online to adults living near each of the Bakeree's multiple locations. It was essential that the ads be delivered only to people over 21.

### The Solution

The Bakeree and PrograMetrix tapped into the first-ever online network that complies with all cannabis and CBD regulations. Through the ITZ.buzz network, the dispensaries' ads were delivered to targeted audiences on the premium news, music, food and lifestyle sites that their consumers routinely browse.

Specifying a radius around each store, the Bakeree sent its messages to the phones, pads and computers of adults who live nearby, promoting brands, events and retail offerings.

The campaign was monitored daily and results for each store reported monthly, providing insight into which messages drove the best response from whom.

### Campaign numbers

**150,000**  
Ads delivered

**400,000**  
Consumers targeted

**.41%**  
Clickthrough rate

Seeing the growth of The Bakeree's in-store customer base, online traffic, sales and email sign-ups has made it simple for the company to justify the investment. Target marketing across the new cannabis network's major, high-traffic websites has become an essential component of the Bakeree's ongoing marketing strategy.



**Reach your best prospects on the sites they're routinely browsing, on their phones, pads and computers.**



[buzz@itz.buzz](mailto:buzz@itz.buzz) 503-406-6460 [www.itz.buzz](http://www.itz.buzz)