

WE DROVE OVER 133 STORE VISITS TO DR. GREEN THUMB'S

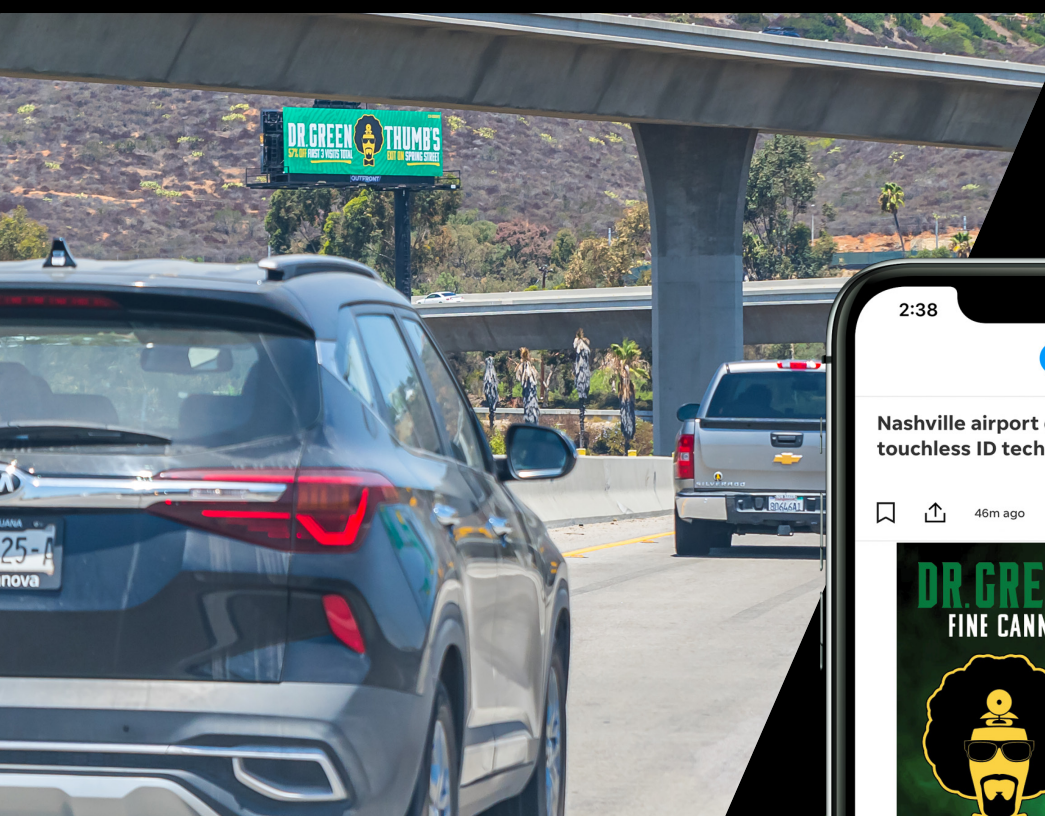
Dr. Green Thumb's is a cannabis dispensary serving high-quality cannabis throughout California. Hoping to increase product sales and store visitation at their San Diego location in La Mesa, the company utilized both OOH and a targeted mobile campaign to grow sales and bring customers into their dispensary.

STRATEGY & TACTICS

- **Strategically Placed:** Dr. Green Thumb's maximized their campaign's reach by placing two bulletins on the 67 freeway in East County and one bulletin on the 125 freeway in Lemon Grove.
- **Targeting:** The campaign also utilized mobile proximity targeting and set a two-mile radius around 12 competing dispensaries in the San Diego area.
- **Creative Excellence:** The freeway bulletins promoted a special sale for new customers, and a tagline "Only the Best." Their OOH creatives paired well with their mobile banner ads which displayed the same tagline and their logo on two, bright green creatives.
- **Web Linked Banner Ad:** Both banners directed users to the dispensary's website.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



OUTFRONT

RESULTS

1,010,003
DELIVERED IMPRESSIONS

0.20%
CTR

1,991
TOTAL CLICKS

133
STORE VISITATIONS

