

Cannabis client records 1,600% increase in sales from email deployment



INDUSTRY
Cannabis

PRODUCT
Cannabis (Beverage)

ADVERTISING SOLUTION
Email

CAMPAIGN LENGTH
One Email Deployment

Objective

The client aimed to generate branding and awareness for their cannabis-infused beverage line.

Challenge

To effectively target adults 21+ who are interested in cannabis and alternative medicinal products.

Solution

We recommended utilising email to target individuals aged 21+ and who are interested in cannabis, CBD, and alternative medicine. The creative message showcased their holiday buy-one-get-one special offer.

Results

The client was able to attribute a 1,600% increase in the number of sales during the weekend the email was deployed! Of the 25,000 sends, our reporting showed a 12.39% open rate, and a 2.54% click rate. The campaign was so successful that the client has already added additional email deployments to their promotional schedule.

Key Findings

While targeting qualified individuals for cannabis/CBD campaigns can be challenging, email campaigns provide the perfect medium – especially for promoting limited time special offers and deals.