

Precision Cannabis Marketing Through Programmatic Advertising

We help cannabis brands reach niche endemic consumers through compliant, effective digital advertising.

What is Programmatic Advertising?

Programmatic advertising is an **automated, data-driven method of buying and selling digital ad space in real-time**. It uses artificial intelligence and machine learning to streamline the process of purchasing and placing ads across various digital platforms, including websites and mobile apps.

The benefits of programmatic advertising include **increased efficiency in ad buying, precise targeting of specific audiences, real-time adjustments to campaigns**, and access to a wide range of ad inventory across various platforms.

Development of compliant cannabis campaigns

Our specialists design campaigns that adhere to legal regulations, ensuring your marketing efforts are both effective and compliant.

Programmatic Advertising

Leveraging Curated Endemic Inventory

75,000+ Publisher Cannabis-Friendly Network

Maximize reach within the cannabis-friendly advertising landscape.

Rolling Stone

TMZ

CNN

Grindr

ESPN

GQ

HGTV

eHarmony

The New York Times

Programmatic Advertising

Utilizing Video & Display Networks

Cannabis CTV Advertising: Your Brand on the Big Screen

Target 21+ audiences across 150+ premium OTT platforms (Roku, Paramount+, Fox Entertainment, etc)

Precise digital targeting beyond traditional TV advertising

Higher ad recall with engaged streaming viewers



Programmatic Advertising

Location Based Media Placement

Precise Geo-Targeting

5 Mile Radius Campaigns Around
Dispensaries or Deliver Zones

Isolate Competitor Locations

City, County and State Level Targeting



Performance & Efficiency

Ongoing Performance Optimization

Dedicated Account Team

Dedicated account managers handle publisher setup, audience building, creative compliance, and flighting for seamless launches.

Continuous Monitoring

Performance marketing specialists continuously track key performance indicators (KPIs) to ensure campaigns are effective and aligned with business goals.



Data-Driven Adjustments

Adjustments to marketing strategies are made based on data analysis, allowing specialists to respond swiftly to changing market conditions.

Feedback Loop

Creating a feedback loop between client and account team allows for ongoing refinement of tactics based on results, ensuring continuous improvement and adaptation

Pricing

Suggested Media Budgets & Fees

Leave the complex execution to our team of cannabis programmatic marketing experts.

For more information contact
boris@bauerdigital.expert

No long-term contracts
Suggested min media budget \$1,250 + /month
Fixed monthly Management Fees starting at \$975 /month

