

How GumGum's contextual targeting technology drove site traffic for Canada's high-quality Cannabis brand, FIGR.

Campaign goal

FIGR's main goal was to drive quality site traffic to their site.

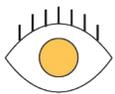
Flight

5/19/20 - 10/31/20

GumGum's strategy & targeting tactics

1. Applied GumGum's contextual targeting technology, Verity™ to align FIGR's message with content related to Cannabis, Dispensaries, Legal Cannabis, Farm Grown Cannabis, High-Quality Cannabis, and more across GumGum's brand safe and premium platform.
2. The entire campaign targeted Adults 25+, geo-targeting specific provinces in Canada.
3. Retargeted users who have visited the landing page.

Campaign Performance



93.83%

Viewability

(Almost 2x higher than the industry benchmark of 53.8%)



1.13%

CTR

(10x higher than the industry benchmark of 0.12%)



38.18%

Mobile engagement

(3x higher than the industry benchmark of 12.2%)

Creative Demos



In-Screen Frame



In-Screen



Get in touch.

We can help you reach your goals.
Contact contextualadvertising@gumgum.com

Campaign insights



25-34 yrs

59% women, 41% male,
25-34 top demo



90%

No children in the
household



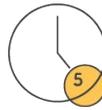
\$100k+

\$100k+ HHI



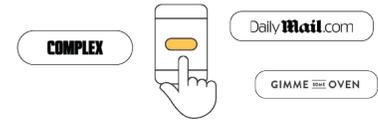
keywords

Top keywords: strain, edibles,
cannabis, bud



5pm

After 5pm was the top
performing time of day



sites

Top sites: Daily Mail, Complex,
Gimme some Oven

Cannabis best practices for advertisers

Targeting & Data Privacy

Work only with partners who can guarantee accurate
geo- and age-gated targeting

Work only with contextual targeting partners with
the most accurate and nuanced brand safety
and suitability capabilities

Consider working only with cannabis advertising
private marketplaces (PMP) to mitigate risks and
gain access to diverse cannabis-friendly publishers

Develop guidelines for collection/use
of 1st-party data and utilization of 3rd-party data

Be sensitive to consumer privacy preferences

Advertising landing pages should indicate what data is
being used, why, and how long it will be retained



Avoid directly identifying
individuals unless required by law

Creative

Avoid depictions of smoking, vaping or
consumption

Avoid use of slang terms for cannabis and, if possible,
words and language distinctive to recreational
consumption

Don't make health claims

Avoid design elements likely to appeal to children
(cartoon images, for example)

Get creative approval from appropriate state authority
(usually Dept. of Health or Board of Pharmacy)



Get in touch.

We can help you reach your goals.
Contact contextualadvertising@gumgum.com