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, VerityTM 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%)

Source: MOAT, IAB

Creative Demos

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

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**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

### 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)

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Avoid directly identifying individuals unless required by law