The Challenge

As the number of open dispensaries in some cities reached double digits, Massachusetts retail dispensaries in these highly competitive markets sought an innovative marketing solution to stand out, drive store traffic, and build their customer database.

Goals

- Gain visibility and brand recognition in an increasingly competitive market
- Successfully reach the customer in the consideration phase of their buying journey
- Build a valuable customer database for future campaigns that highlight price specials
The Strategy

The MassLive Media division of Cannabis360 launched customized email marketing campaigns optimized for the clients’ specific products and services. Email addresses were targeted based on proximity to the dispensaries and recent online consumption of cannabis content.

The Key Findings

Clients reported high ROI from event foot traffic and the more than 25,000 email addresses they were able to add to their opt-in databases for future marketing.

The Results

- 117,734 Total Emails Sent
- 25,508 Opens
- 3,298 Clicks
- 21.67% Open Rate (more than 2x some solution benchmarks)
- 2.8% CTR

Cannabis360