

CANNABIS

TRENDS IN CANNABIS

- 2 million Americans reported using cannabis per month
- 2/3 of Americans favor legalization
- 49% of regular cannabis users are Millennials and Gen Zers
- 26% of Americans have tried CBD
- Cannabis revenues are expected to hit \$24B in 2021
- American cannabis consumers expected to reach 46.6 million by 2025
- Medical & recreational marijuana sales increased 40% YOY in 2020
- Oregon saw a 40% spike in revenue during the pandemic months

Sources: Pew Research, Forbes, Consumer Research, Marijuana Business Factbook, New Frontier Data, Politico

TARGETING TO CONSIDER

Below are some targeting options for the cannabis vertical. Display, native, and video assets can be used to execute this targeting. Adjust targeting based on campaign goals and target audience.

- **Audience Targeting** – Age 21+, Chronic Pain, Sleep Disorders, Been to Dispensaries. Reach users who are of legal age to purchase or have target behaviors. (*Apply age targeting to each tactic for THC products*)
- **Contextual Targeting** – CBD, Concentrates, Edibles, Medical, Strains, Topicals. Reach users who are reading and consuming content about the cannabis industry.
- **Hyperlocal Mobile** – Geofence dispensaries, musical festivals, etc.
- **PMPs** – CannaVu, Freewheel, Telaria, SpotX, Sovrn. Reach users with private deals across cannabis-accepting publishers.
- **Retargeting** – Re-engage users who have already shown an interest in the advertiser.