

Industry Success Stories



Medical Marijuana

About the Client

A medical marijuana dispensary in Orlando, Florida, wanted to drive medical marijuana card sign-ups and approvals.

Campaign Details

Using AdMessenger Scroll, the campaign utilized geotargeting and targeted adults 25+. They ran for **nine** months and had a budget of **\$5,400**.

Messaging

Florida Medical Marijuana Cards! Go to the dispensary the same day you see the Doctor. Tap Now to Get started!

Results

The campaign delivered **773k** impressions, garnered **20k** taps, and had a CTR of **2.57%**! The client successfully called awareness and provided education on the availability of medical marijuana and medical marijuana cards.



Building a targeted audience and delivering to them over mobile device inventory has proven to be a great tool for us.