

# CANNABIS

## TRENDS IN CANNABIS

- 10% of Americans 26+ indicated they used cannabis in the past 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 \$52B by 2026
- American cannabis consumers expected to reach 46.6 million by 2025
- Medical & recreational marijuana sales increased 40% YOY in 2020
- 49% of cannabis purchasers spend between \$50 and \$200 per transaction

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

## TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting to ages 21+.

- **Audience and Demo Targeting:** Target ads to audiences that show a behavior or interest in cannabis, CBD and THC based products. Includes audiences that show an interest in chronic pain, stress relief, sleep disorders, natural remedies etc.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about THC, cannabis, and CBD (includes concentrates, edibles, strains, topicals) or insert native articles next to relevant content about the cannabis industry.
- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence competitive locations or events, target devices that match email or CRM databases, look back at prior locations or events by targeting a user's device via GPS location data.
- **Private Deals (PMPs):** Access inventory via our private marketplace on sites, podcasts, streaming television, and streaming audio that allow cannabis and CBD advertising.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad.