

Twenty One Ton Grows Cannabis Investor Awareness Campaign

Native Thrives Outside Walled Gardens

Well-versed in paid social, Twenty One Ton™ wanted to venture outside the box and try native ads to see how they would stack up to their highly successful social campaigns. The results were more than promising.



\$0.37
CPC on Mobile



44%
Decrease of
CPC on Desktop



270%
Increase in
CTR on Desktop



This was our first time running native. It was not only a new ad format for this campaign, the campaign itself was unique—we had to reach potential cannabis investors. The results were significant enough for us to consider native for several of our campaign strategies going forward.

— **Andrew Shaw**

Founder & President, Twenty One Ton Inc.

The Agency



Twenty One Ton Inc. thrives on building high-yield, social media and paid placement lead generation ad campaigns. Their primary goal is maximizing your purchase and sale conversions. In addition to their customer acquisition practice, they are experts in large scale web development, social media management, list and email marketing, and also offer a full suite of in-house multimedia content production services.

The Client

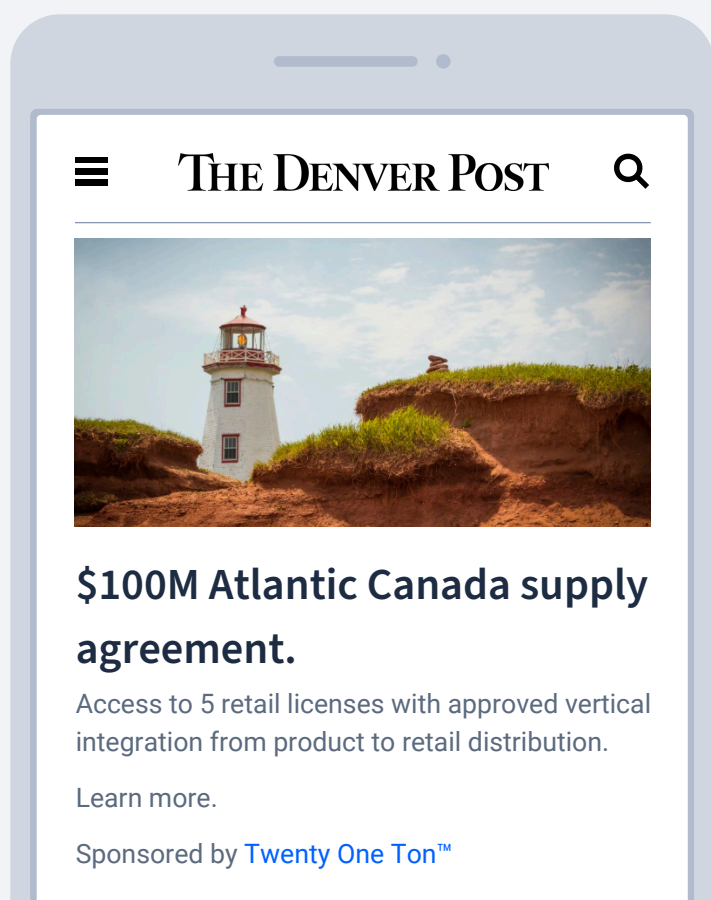
The client is a new issuer who is a late stage entry in the cannabis sector. The client owns five distinct brands under its conglomerate name, and needed to gain investor visibility for its stock symbol, and the investment value proposition.

The Challenge

Facing multiple social media campaign rejections because of the restricted nature of the market, the client was seeking alternate ad networks to help reach their awareness goals.

Goal

Twenty One Ton wanted a CPC on mobile and desktop that was comparable to their social campaigns. They were achieving \$0.30 to \$0.40 CPC for mobile and \$0.70 to \$0.75 for desktop.



Execution

Twenty One Ton ran two native campaigns: one to drive awareness and one to achieve clicks. Working with the dedicated account team at StackAdapt, domain inclusion lists were continually refined for mobile and desktop inventory to identify the best pockets of performance. Once those pockets surfaced, that inventory was supercharged to meet the campaign goals.

The campaign also leveraged StackAdapt's 1st-party, intent-based Custom Segments—identifying individuals who were reading about cannabis investing—to capture and target the most relevant audience.

Result

Taking native outside the walled gardens, Twenty One Ton was able to achieve a 44% decrease in CPC and 270% increase in CTR on desktop.