

## CASE STUDY

# HIGH SUCCESS: DELTA-8 BRAND'S JOURNEY WITH CYBBA TO ACHIEVE ROAS GOALS

This Delta 8-THC producer is a leading provider of high-quality hemp-based products (gummies, tinctures, oils, and topicals) in the US. They approached Cybba to launch a retargeting and prospecting campaign to drive more sales and traffic to their website while maintaining a \$2:\$1 ROAS.

## CAMPAIGN STRATEGY:

Our team proposed a multi-channel strategy to maximize the reach and effectiveness of the campaign. We utilized display retargeting to target users who had previously visited the website and display prospecting to reach potential new customers. Our team also optimized the targeting to focus on specific audiences with interests related to hemp-based products.

## CAMPAIGN RESULTS:

Over the course of 12 months, our campaign delivered outstanding results, exceeding the client's expectations. Our campaign served 41.5 million impressions, which resulted in 65,528 clicks, leading to an average CTR of a 0.16%. With a little over 10,000 conversions attributed to the campaign, we were able to maintain an average return on ad spend (ROAS) of \$3.64:\$1.

## CONCLUSION:

Our display retargeting and prospecting campaign for this brand was a resounding success. We were able to generate a significant number of clicks and conversions while exceeding the desired ROAS. The campaign's multi-channel approach ensured that we reached a large audience of potential customers and maximized the campaign's effectiveness. Our team's careful targeting and optimization strategies helped deliver excellent results, resulting in significant sales growth for the brand,

## RESULTS:

<b>41.5 Million</b>	<b>65,528</b>	<b>0.16%</b>	<b>10,000+</b>	<b>\$3.64:\$1</b>
impressions were served	Clicks	Average CTR	attributed conversions	ROAS

