



MiQ



Performance at an all-time high

FIGR is a Canadian LP company that combines farming wisdom with scientific rigor to produce high quality cannabis.

FIGR wanted to increase awareness of its brand as it rolled out new products in British Columbia, Ontario and across Atlantic Canada.

That's where MiQ came in.

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- 1) **We looked at the behaviours and search patterns of people who were visiting the FIGR website** to understand what content they were interested in, their consumption habits, and where they lived.
- 2) **We looked at the behaviours and search patterns of cannabis audiences both online and offline** to help us identify current and potential cannabis consumers, and how far people will travel to make a cannabis-related purchase.

Insights were used to inform the targeting strategies and creative messaging for FIGR flower products, vape products and their 'budtender' app.

INSIGHTS



GA CASE STUDY

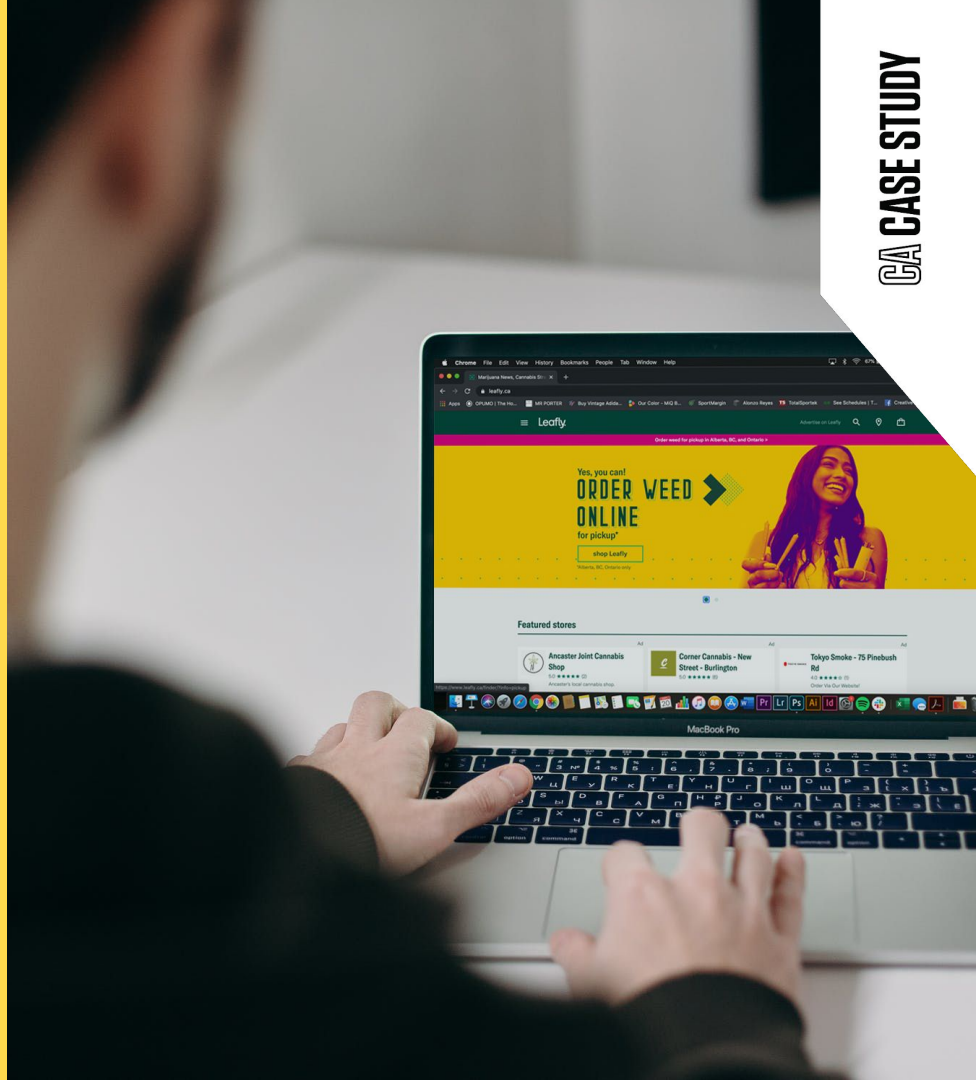
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To reach cannabis-compliant audiences with relevant messaging, we took **three approaches** to targeting audiences on desktop and mobile:

- 1) To connect with audiences over the legal age, **MiQ leveraged deterministic data partners to target users who have self-declared their age.**
- 2) We **targeted audiences based on demographic data using Lotame and Oracle Data Cloud** to uncover age, gender, household income, social values and propensity for cannabis products.
- 3) We **targeted users who had visited the Leafly website**, who we determined were high-intent cannabis purchasers, while they were on other sites browsing the web.

SOLUTIONS



CA CASE STUDY

MiQ



3X

Increase in performance when targeting Leafly audiences

2X

Higher performance of the Budtender app creative compared to other creative messaging

6.5X

CTR in Atlantic Canada

41%

Overall lift in brand awareness

RESULTS



British Columbia:

These users favoured consuming cannabis on a weekly basis to meditate and help with concentration. A core attribute for these users is smell.



Ontario:

These users heavily favoured vaping cannabis monthly, and heightening their senses. They show specific interest in FIGR's Craft Cartridges, and look for a product that provides consistent dosages with each use.



Atlantic Canada:

These users favoured cannabis concentrates on a daily basis as a remedy/treatment method for chronic pain. They are more likely to consume cannabis on a daily basis.