



FEATURED CASE STUDY

Building a Compliant Paid Media Engine

From zero infrastructure to \$22M+ in attributed revenue across 14 regulated U.S. markets.

ROLE

Performance Marketing Manager

CATEGORY

Cannabis, hemp, wellness

MARKETS

14 U.S. states

OUTCOME

\$22M+ at 6.94x ROAS

\$22M+

attributed revenue

6.94x

average ROAS

100+

state-market combinations

0

policy restrictions



Traditional acquisition playbooks were unusual

The business needed scalable paid acquisition in a category where platform policies restricted standard remarketing, lookalikes, messaging, attribution, and landing-page behavior.

The core question

How do you build a durable, performance-driven paid media engine that works cleanly within platform restrictions and regulatory requirements?

Four pillars turned constraint into structure.

01

Compliance-first architecture

Campaigns, landing pages, creative review, and measurement were designed around policy from the start.

02

Localized demand capture

Market-specific keyword and budget strategies reflected state-level demand, regulation, and competition.

03

Creative restraint at scale

Clear, compliant creative outperformed noisy volume by matching intent and reducing policy exposure.

04

Systems over spikes

Always-on layers, tentpole playbooks, and dashboards made the model repeatable across new markets.



Durable systems. High-pressure results.

HOLIDAY PROGRAMMATIC

\$3.4M

16.3x ROAS

10-YEAR ANNIVERSARY

\$607K+

25.94x ROAS

4/20 BUYERS CLUB

\$795K+

10.56x ROAS

What this proves

New initiatives could launch faster because the architecture was already defined.

Creative stayed compliant without becoming generic.

Reporting connected paid media to revenue, not just platform metrics.

Market-level strategy replaced one-size-fits-all duplication.