

CASE STUDY

The goal of NXTeck is to use data informed strategies to drive dispensary traffic online and in person. Here is the story of one client who saw great success from their NXTeck experience.

Our client is one of Massachusetts's leading cannabis cultivation and dispensary operators providing craft-grown cannabis from Berkshire County. The company's team members in charge of handling cultivation, extraction, and infused product development are considered amongst the state's best.

This client came to New Frontier Data because their Boston dispensary was not meeting expectations. They wanted to see if they could reach local cannabis shoppers, particularly Hispanic consumers, in their area.

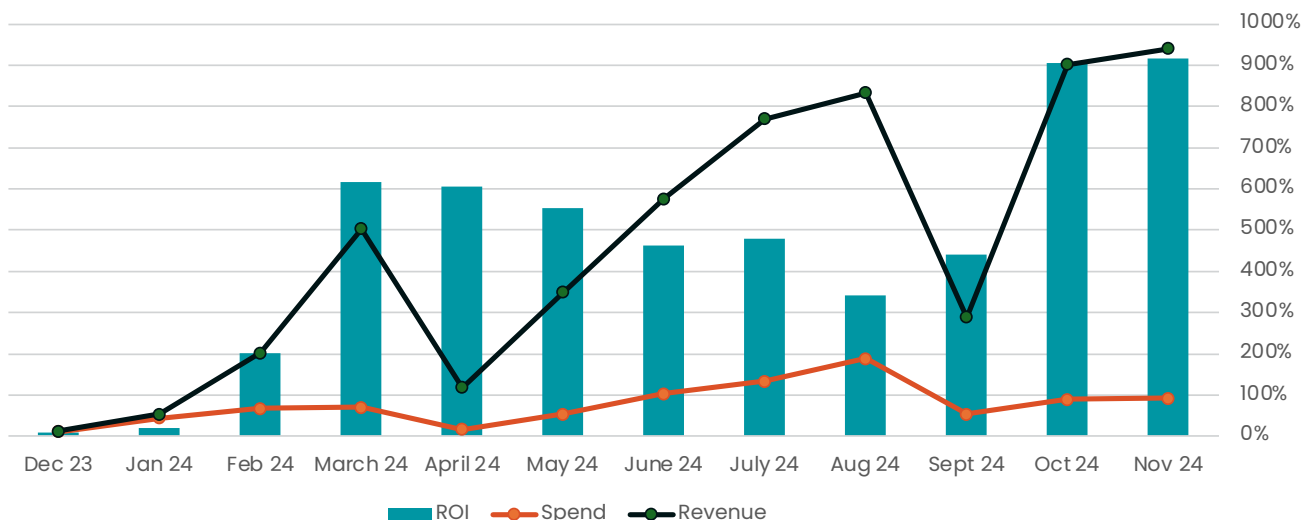
Their first campaign launched at the end of 2023, and used ads tailored specifically to New Frontier Data created audience

segments, and an ad in Spanish. The first campaign was very successful ending with an ROI over 600%.

For their next campaign, they expanded strategy to include another one of their dispensaries in another area of Massachusetts, which pulls a very different, non-Hispanic, audience. The second campaign for both locations was also quite successful.

Since then, they have been running continually with NFD and are currently seeing an ROI above 900%.

Performance Over Time



Note: New campaigns were launched in April and September 2024 which accounts for the drop in revenue for those months.