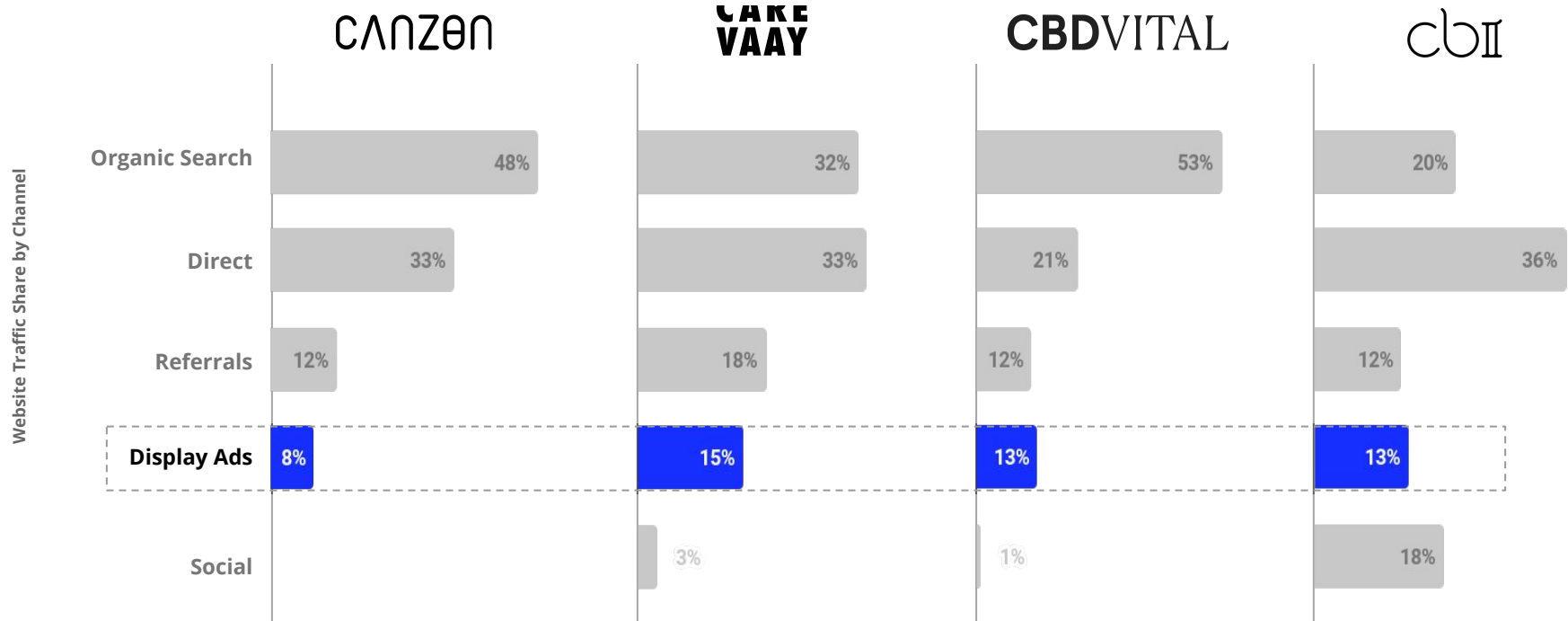


The logo for CANZEN, featuring the brand name in a white, stylized, sans-serif font. The letters are bold and modern, with a slight gap between the 'C' and 'A'. The logo is centered within a blue rounded square.

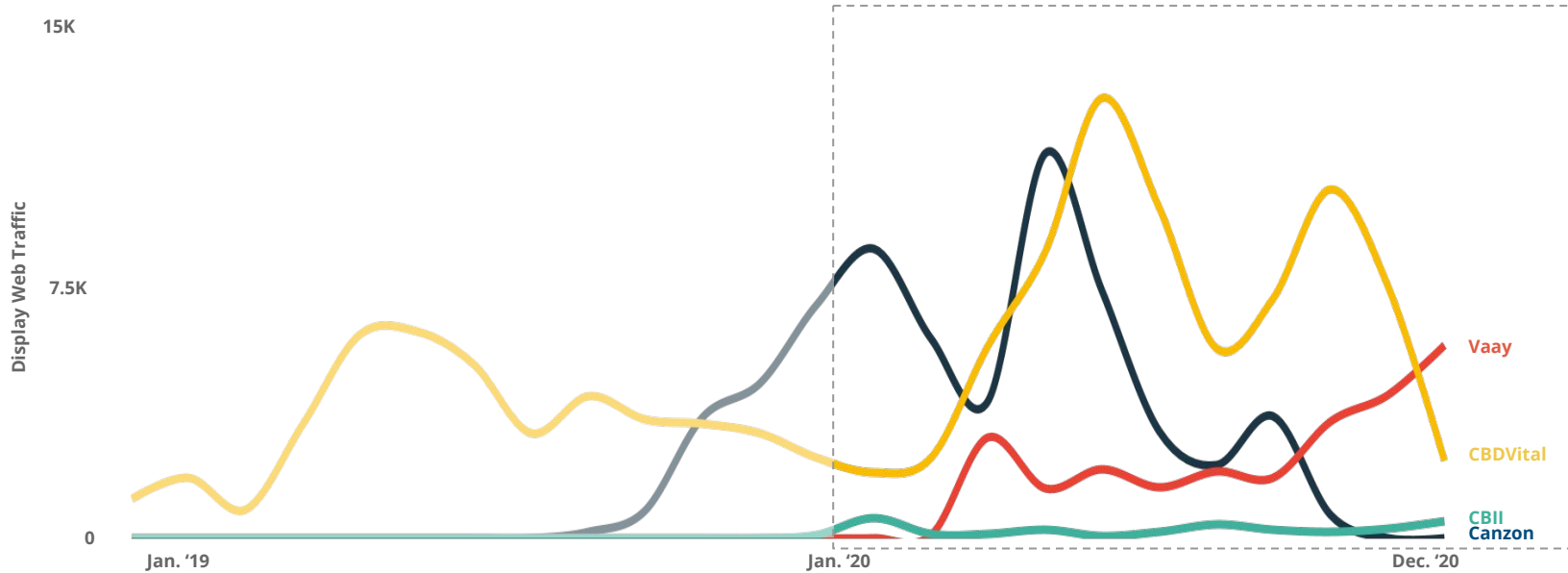
CANZEN

**European CBD Brands
Increasing Display Traffic
By 220% in 12 Months**
Cannabis

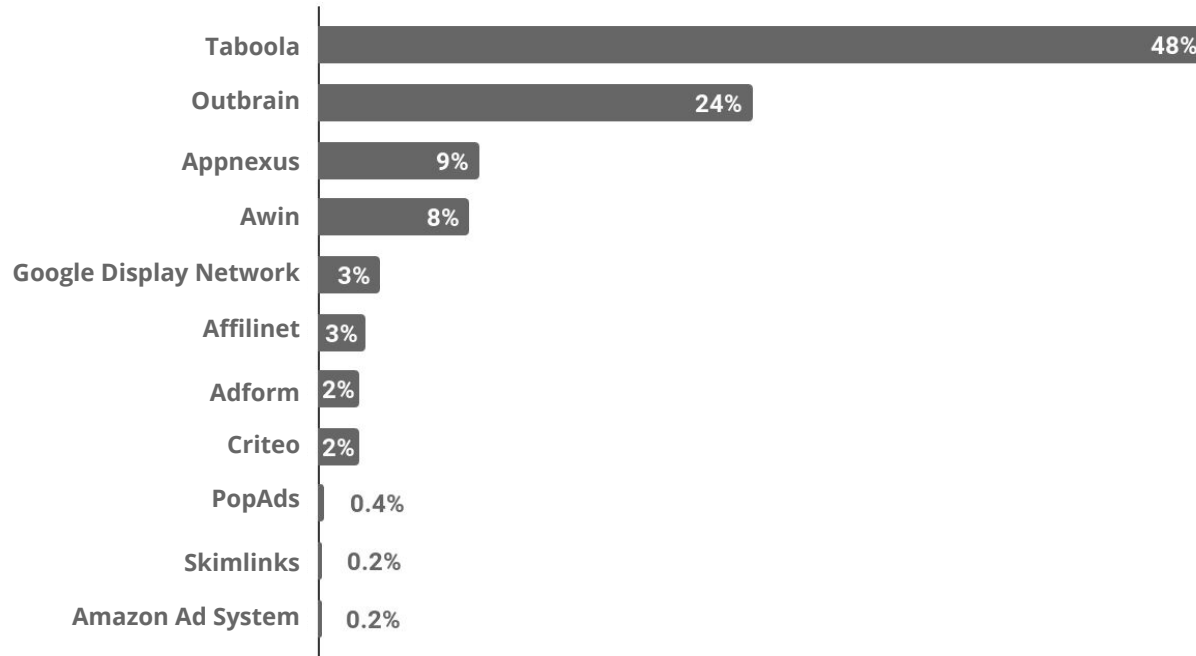
Display is becoming an increasingly important paid web traffic channel for European CBD brands.



Brands started to see a large web traffic ROI on their Display investment in 2020, increasing as a whole by **+220% YoY**.



Competitors are using a host of different ad networks for their Display ads.



Percent of Display Traffic

News media websites are responsible for an average of 40% of display ad traffic for the European competitor CBD cohort.

Top Publisher Category

News and Media

[t-online.de](https://www.t-online.de) (Germany)

[mirror.co.uk](https://www.mirror.co.uk)

[express.co.uk](https://www.express.co.uk)

[elpais.com](https://www.elpais.com)

[bild.de](https://www.bild.de) (Germany)

[dailymail.co.uk](https://www.dailymail.co.uk)

Other Publisher Categories

Health

[meinwegausderangst.de](https://www.meinwegausderangst.de)

Arts & Entertainment

[youtube.com](https://www.youtube.com)

Electronics & Technology

[gmx.net](https://www.gmx.net)

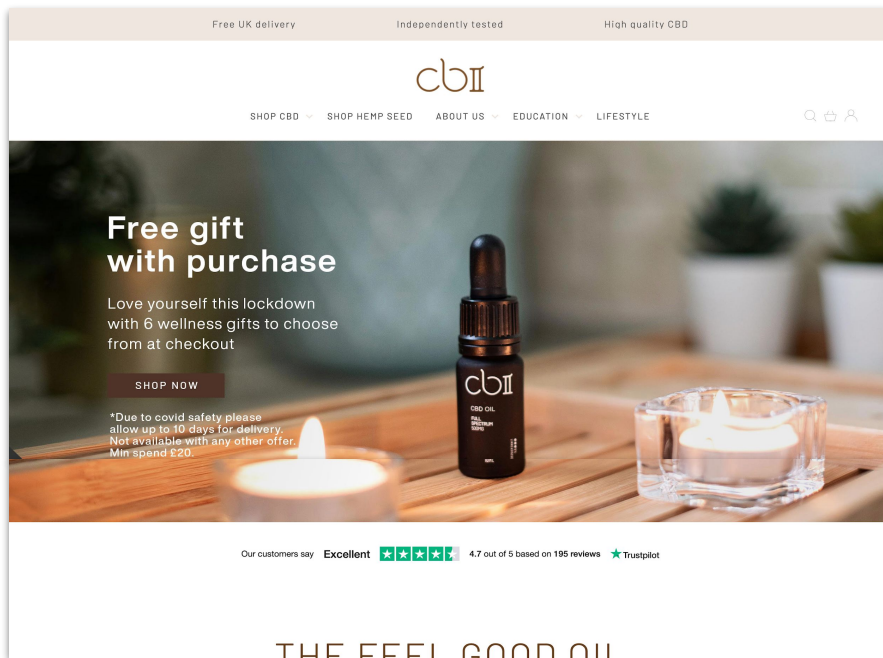
E-commerce & Shopping

[coupons.de](https://www.coupons.de)

Sports

[as.com](https://www.as.com)

CBII CBD is promoting a 20% off discount on all of their display ads and only alternates the key messaging. All ads are directed to the same landing page on their website.



Vaay has launched 753 creatives total since March 2020 in both English and German languages. The ads promoted a 25%-33% discount.

Discounts

Shop Online

Balance

Sleep



Relax and VAAY. With a 25% discount.
VAAY



Save up to 33% on our CBD now. Test,
relax, repeat.

VAAY



-25% auf deine Premium CBD Produkte.

VAAY | Sponsored

During March-May, Vaay aired a set of ads with a prominent “shop cbd now” call to action, directing traffic to their website.

Discounts

Shop Online

Balance

Sleep



The brand, also, advertised “balancing” and “calming” effects of its products.

Discounts

Shop Online

Balance

Sleep



Another set of Vaay's display ads appealed to the audience cohort struggling with insomnia and showcased real people vs. products.

Discounts

Shop Online

Balance

Sleep



**Du kannst wieder nicht einschlafen?
Vielleicht klappt es so?**

VAAY | Anzeige



**Das CBD Mundspray von VAAY.
Benutzt man am besten kurz vor de...**

VAAY | Sponsored



So bleibst du Zuhause entspannt.

VAAY | Sponsored

CBDVital had 32K display ad variants running between March and December of 2020. The ads focused on either sleep or beauty routine enhancement.

Sleep



CBD für einen besseren und erholsamen Schlaf

CBD-VITAL.de



CBD für einen besseren und erholsamen Schlaf

CBD-VITAL.de | Anzeige

Beauty



Verbessere deine Schlafqualität mit der Pflanzkraft von CBD

CBD-VITAL.de | Sponsored

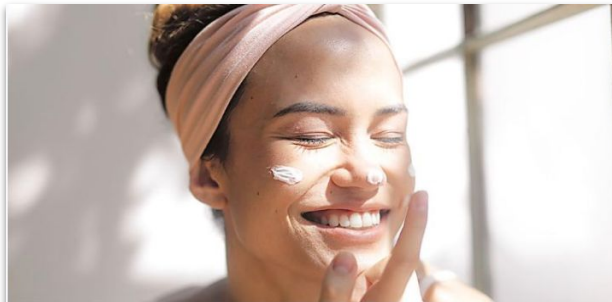


Schneller einschlafen – erholt aufwachen mit unseren Hanf Schlaftröpfen

CBD-VITAL.de | Sponsored

For the beauty-related ads, CBDVital leveraged the notion that CBD is “the secret of the stars” and featured women from different age groups.

Sleep



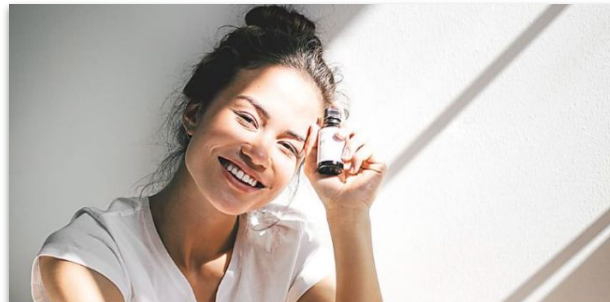
Lifting Serum mit CBD - das Beautygeheimnis der Stars

Vitrasan | Sponsored



Das Geheimnis der Stars - CBD Öle

CBD-VITAL.de | Sponsored



Ab 28.90€ Premium CBD Öl mit mildem Geschmack

CBD-VITAL.de | Sponsored



Straff und strahlend wie die Stars - mit dem Wundermittel CBD

Vitrasan | Sponsored

Beauty



Lifting Serum mit CBD - das Beautygeheimnis der Stars

Vitrasan | スポンサー



CBD Öl - das Geheimnis der Stars

CBD-VITAL.de | Sponsored

Canzon has launched 36K creatives focusing on different pain problems, audience groups, shopping online, and cosmetics.

Problems



Millions Are Turning To This All Natural Solution For Joint Pain. Learn More

[canzon.com](#)



Millions Are Turning To This All Natural Solution For Joint Pain. Learn More

[canzon.com](#)

Audiences



Canzon | Sponsored

How Does CBD Help with Muscle Recovery?

Shop

Cosmetics



Millions Are Turning To This All Natural Solution For Joint Pain. Learn More

[Canzon.com](#)



Ist CBD-Öl das natürliche Heilmittel, um den Alltagsstress abzubauen? Mehr erfahren

Canzon tailored ads for gamers, athletes, and those who meditate.

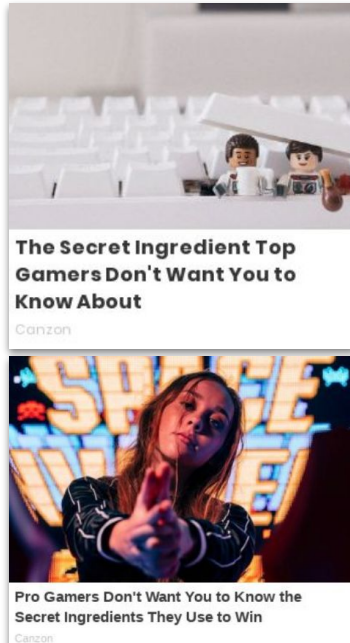
Problems

Audiences

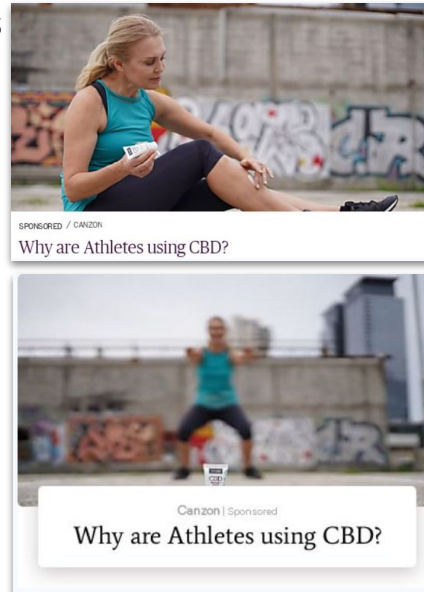
Shop Online

Cosmetics

Gamers



Athletes



Meditators



Canzon highlighted that users are able to have CBD products shipped right to their door as they knew many were “stuck at home.”

Problems

Audiences

Shop Online

Cosmetics



Canzon focused their cosmetic ads on fixing acne as well as trying out sample sizes before buying their full-sized items.

Problems

Audiences

Shop online

Cosmetics



Canzon | Sponsored

**Can This New Acne Cream With CBD
Change The Skin Care Market?**



**Always Wanted To Try Cbd
Cosmetics? Canzon Offers A...**

CANZON | SPONSORED



**Try Uk's Best CBD Cosmetics For Only
£8.00 Before You Buy The Full Sized...**

Canzon | Διαφήμιση

Traffic driven by **Display** tends to engage with web content just as much as visitors coming from **other channels**.

	CANZEN	CAKE VAAY	CBDVITAL	cbII
Pages/Visit	1.62 1.65	2.21 2.39	2.44 2.8	2.88 2.26
Bounce Rate	78% 65%	73% 62%	68% 62%	55% 72%

Key Takeaways

From the European CBD Brands Increasing Display Traffic By 220% in 12 Months Case Study

Display Ads Tactic — News & Media Publishers: European CBD brands, on average, received 12% of their web traffic in 2020 from display ads. 2020 also represented a growth year for Display traffic, with the combined Display traffic of European CBD brands increasing by +220% YoY. 40% of this Display traffic comes from News & Media publishers (e.g., t-online.de, mirror.co.uk, express.co.uk, etc), with the rest coming from a mix of health, sports, and other web categories. Traffic driven by Display also tends to engage with web content just as much as visitors coming from other channels (when looking at pages per visit and bounce rate).

With this in mind, it may be beneficial to A/B test Display ads in different publisher categories to see which ads resonate with your audience the most.

Content & Messaging — Multiple Ad Creative Variants: European CBD brands have tested out thousands of Display ads in 2020, tailoring the creative for a wide assortment of use cases.

- Canzon launched 36K ads with creatives focusing on pain problems, audience groups (e.g., gamers, athletes, and meditators), shopping online, and cosmetics.
- CBDVital had 32K ads running from March to December 2020 focusing the creatives mainly on sleep & beauty.
- Vaay has run 753 creatives since March of 2020 in both English & German, with their creatives focusing on discounts, online shopping, balance, and sleep.