

FROM THE EXPERTS: CANNABIS

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CANNABIS OUTLOOK

10x

US hemp market is projected to reach \$6.1 billion in 2021, 10x more than 2018.

Brightfield Group, 2020

4% DIGITAL AD SPEND

4% of total cannabis ad spending went to digital advertising, with over 84% going to outdoor ads.

Kantar, 2019

+67% CANNABIS SALES

Americans spent nearly \$18 billion on legal marijuana in 2020, which is a 67% jump from 2019.

Leafly, 2020

CANNABIS POPULARITY RISES

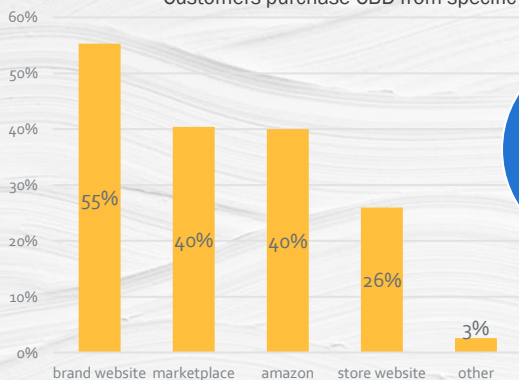
40% of cannabis users are consuming cannabis once or twice a week during the pandemic. 29% of Americans are smoking more marijuana during the pandemic.

American Marijuana, 2020

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CUSTOMER PURCHASE JOURNEY

Customers purchase CBD from specific brand websites



Brightfield Group, 2020

11%

Of the US population states they use CBD oil products several times a week.

YouGov, 2020

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CHAMPIONS OF DIGITAL MEDIA

With 20+ years of digital media expertise and Centro's owned & operated technology, Basis we are here to help businesses navigate the all-important 2021. Here are just a few of our offerings to get started!

OMNI CHANNEL ACTIVATION

Activate all digital media campaigns across programmatic, site direct, search, and social, all in one place. Access all digital channels and devices to effectively reach your target audience.

ADVANCED TARGETING SOLUTIONS

Establish a data-driven approach to define the right behavioral elements, prospecting, contextual alignment, or retargeting to reduce wasted ad spend.

CAMPAIGN REPORTING & OPTIMIZATION

Review and monitor real-time analytics across all campaigns and choose between bid multipliers, algorithmic optimization or machine learning optimization to generate better outcomes.

SERVICE

Receive the support you deserve with Centro's Raving Fan Service - the industry's best & quickest on-boarding, customer service and highly rated education programs designed to ensure your success.