



**BUOYANCY  
DIGITAL**  
Strategy + Execution

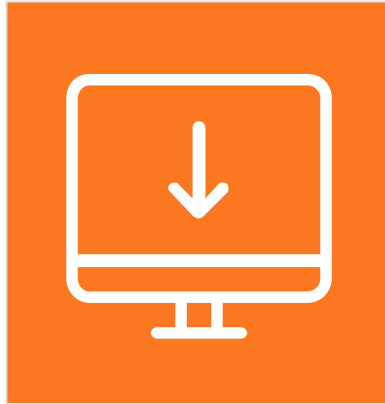
# **Why Hire Us As Your Ad Agency?**

## **Buoyancy Digital by the Numbers**



# Why Hire Us as Your Ad Agency? Buoyancy Digital by the Numbers

Over the course of nearly 25 years, the principals at Buoyancy Digital have learned in real time how to generate, manage and optimize large scale eCommerce & online advertising operations for adult use/age restricted brands. If your aim is to procure & own serious customer market share within the cannabis industry, look no further. Our team has managed & facilitated large scale numbers in the following areas.



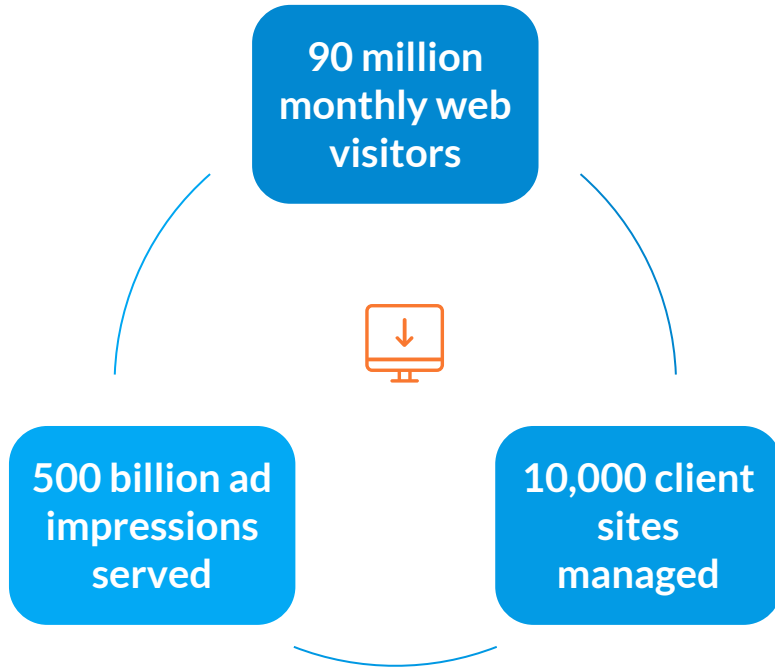
**Traffic  
Metrics**



**Ecommerce  
Metrics**



**Marketing Asset  
Metrics**



Generated in excess of **90 million unique website visitors per month and over 2.2 billion unique visitors cumulatively**, for age restricted/adult use brands over 20 years.

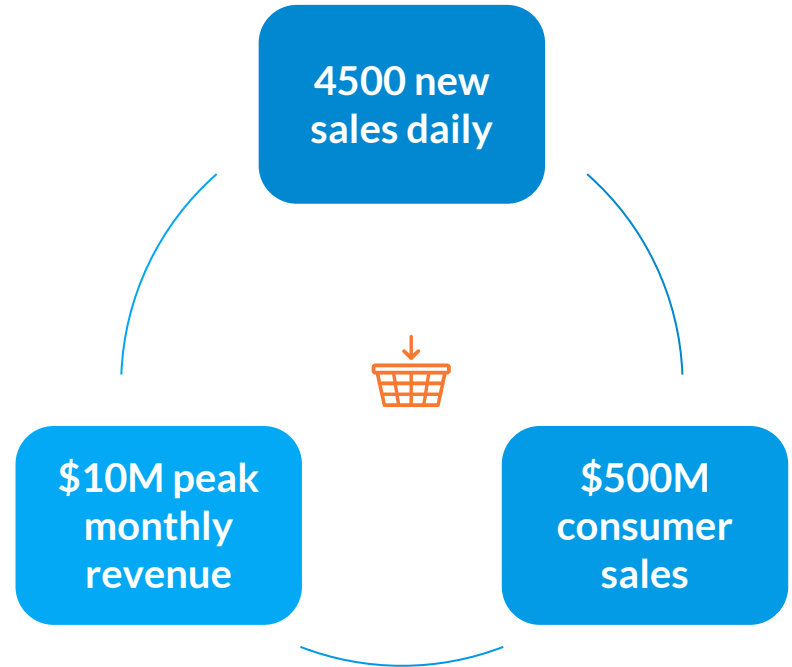


Served, managed & optimized in excess of **500 billion online ad impressions**, for our clients' sites & site networks.



Supported the direct promotion of more than **10,000 age restricted client web sites** over 20 years.

- ➔ Generated & supported acquisition of *more than 4500 new customer eCommerce sales per day* for our client portfolio for over 20 years.
- ➔ Generated in excess of *\$10 million in peak monthly eCommerce revenue* for our clients, which sold CPG/hard goods as well as digital content /recurring subscriptions.
- ➔ Our client efforts have cumulatively generated north of *\$500 million in consumer sales online*, spread across all digital channels.





Created one of the first influencer/affiliate marketing management platforms on the internet, supporting more than **10,000 active affiliates/influencers & traffic partners** for a single brand at peak.



Created and deployed more than **1.5 million web ad banners, page skins, image galleries, video clips, custom landing pages and related digital marketing tools** used for client marketing.



Tracked and optimized more than 25 ad targeting variables for all of our clients' ad campaigns and affiliate marketing efforts & thus across more than **2.2 billion internet visitors**.

Over our 20 year history, our team has managed & facilitated the following:

**2.2 billion  
internet  
visitors  
tracked**

**4500 new  
daily  
ecommerce  
customers**

**500 billion ad  
impressions  
served**

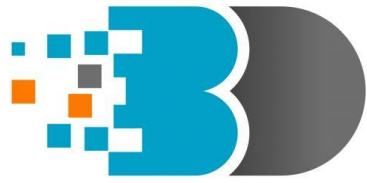
**90 million  
monthly  
unique web  
visitors**

**10,000  
age-restricted  
client sites  
managed**

**10,000 active  
traffic  
partners**

**\$10M peak  
monthly  
ecommerce  
revenue**

**\$500M in  
online  
consumer  
sales**



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## We are here to help!

Buoyancy Digital is a pure play digital agency whose principals have over 60 years of combined experience driving success on the internet in age-restricted markets.

Reach us:

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