



Help a booming number of consumers discover your brand.

With CBD's popularity on the rise, getting in front of customers is critical.

A billion dollar opportunity is here.

Over the next five years, the CBD (cannabidiol) market is predicted to generate over \$22 billion in revenue. It is already making waves across a diverse number of industries including cosmetics, food and beverage, pet supplies and pharmaceuticals.

Even national brands from CVS to Carl's Jr. are getting in on the action, making it easy for a growing number of CBD fans and curious consumers to access innovative CBD-infused products and experiences. Are you ready to earn your slice of the rapidly growing cannabis economy?

Growing your brand quickly starts by reaching the right people - today.

Capturing consumer attention and building a loyal customer base is critical in this new frontier of opportunity. AnalyticsIQ's CBD audiences are tailored for marketing across all permissible channels, such as direct mail, social media and digital advertising. With our predictive audiences, pinpoint people who are:

- Likely to use CBD products
- Likely to use CBD products in particular ways such as oils and topicals
- Likely to use CBD to manage stress, anxiety or physical pain
- Likely to care about cannabis related policies

Why AnalyticsIQ?

As the first data company to infuse cognitive psychology into our consumer marketing database, PeopleCore, we know a thing or two about creating something new and innovative, too.

Our CBD marketing segments don't rely on basic demographics. We use psychological research to uncover the values, beliefs and motivations of those individuals most likely to be interested in your product. Our work doesn't stop with data. Whether you're a growing start-up or a national brand getting in on the CBD action, we can you maximize each marketing dollar effectively, across both traditional and digital channels.

Let's talk.

Are you ready to start using sophisticated data to grow your business during this exciting time? Our flexible approach makes it easy and our audiences are available now. Contact us today at sales@analytics-iq.com to get started with your CBD marketing strategy.