



The World's **#1** AI Performance Marketing Agency for **Cannabis** **Dispensaries & E-Com Brands**

Scaling Brands & Dispensaries with **High-ROAS** campaigns

spokesdigital.us





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Our Legacy & Evolution

A decade of digital excellence, redefining performance with intelligence.

Founded in 2017, **Spokes Digital** is a global powerhouse for data-driven performance marketing, eCommerce and digital transformation. We bridge the gap between complex data and human connection, turning brands into digital leaders across the **Medical and recreational Cannabis industry.**



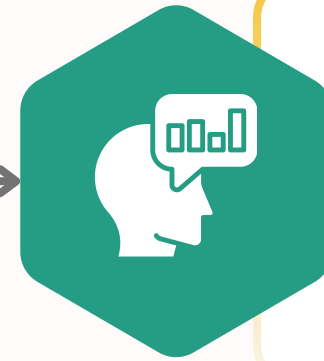
AI-Driven Growth Infrastructure



High Intent Capture

AI Performance Marketing

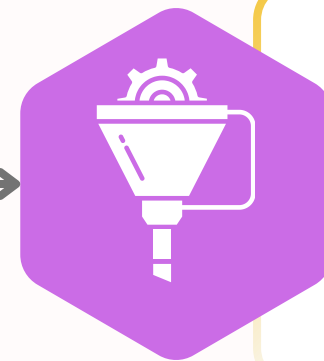
AI Organic Solution



Market Intelligence

Reporting AI

Customer Insights



Conversion Optimization

Compliance Intelligence

Proprietary AI Agents



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AI Performance Marketing

Maximize your ROAS with AI-optimized Google and Meta Ads. Our systems leverage real-time signals and automated targeting to reduce CAC while maintaining 100% compliance in highly regulated industries.



Google Ads



ChatGPT Ads



Bing Ads



Meta Ads



LLM Ads



Programmatic Ads



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Ad Campaign Dashboard

Ads ManagerBeta

Overview

Campaigns

Tools

Billing

Settings

General

Users

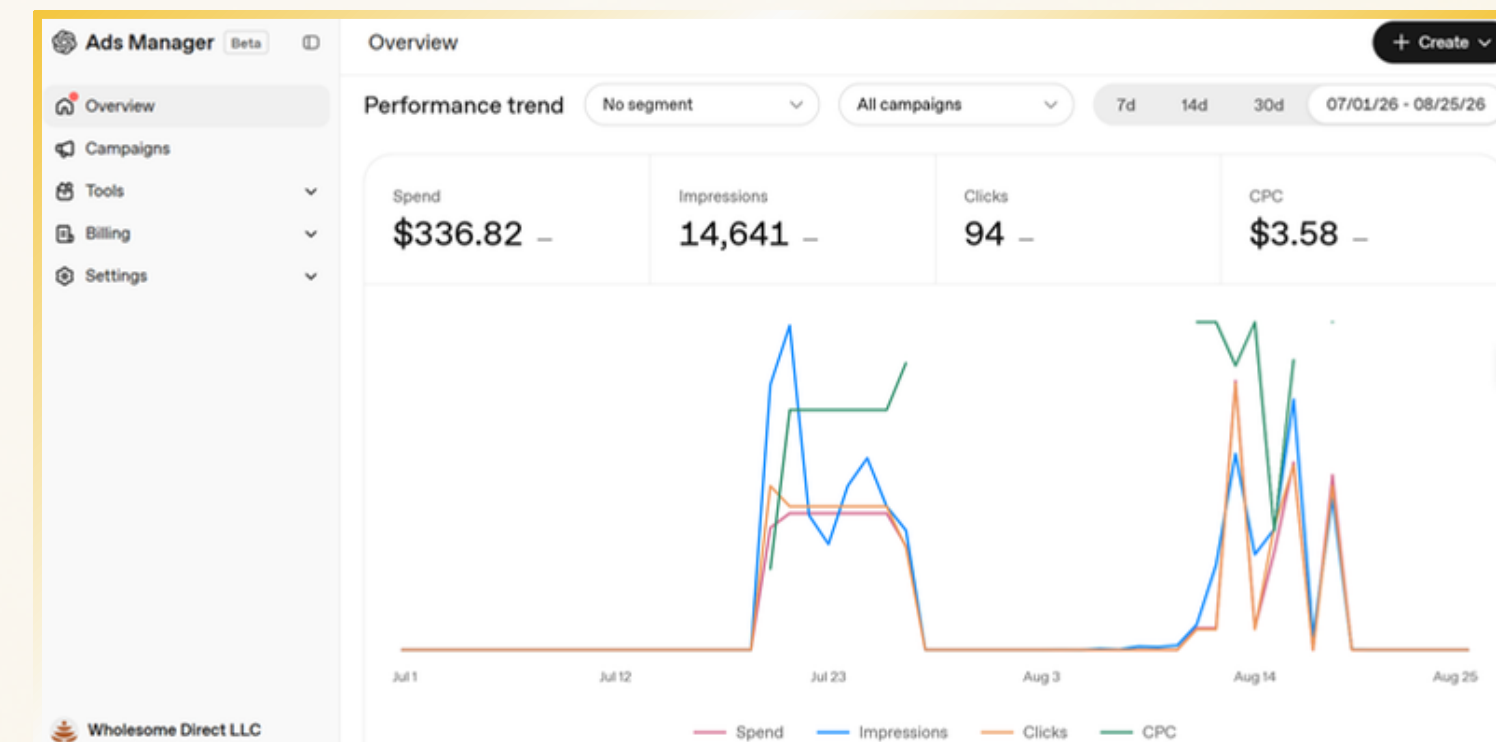
Campaigns

Campaigns

Ad groups

Ads

☐	Active	Name	Status	Type
☐	☒	WholesomeCo CPM	● Serving	Impressions
☐	☒	Sic campaign	● Serving	Clicks
☐	☒	Wholesome Direct LLC campaign	● Serving	Clicks



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Ad Campaign Performance

Session source / medium ▾		First user source / medium ▾ ×	count nts ▾	Key events All events ▾	Session key event rate All events ▾	↓ Total revenue
Total			3,484 % of total	6.00 0.02% of total	3.75% Avg -71.69%	\$974.33 0.02% of total
1	chatgpt.com / ai-assistant	chatgpt.com / ai-assistant	(38.38%)	3.00 (50%)	4%	\$719.64 (73.86%)
2	(direct) / (none)	chatgpt.com / ai-assistant	(1.06%)	1.00 (16.67%)	50%	\$128.00 (13.14%)
3	chatgpt.com / ai-assistant	(direct) / (none)	(35.99%)	2.00 (33.33%)	9.09%	\$126.69 (13%)
4	(not set) ⚠	chatgpt.com / ai-assistant	(0.03%)	0.00 (0%)	0%	\$0.00 (0%)
5	Klaviyo / flow	chatgpt.com / ai-assistant	(2.84%)	0.00 (0%)	0%	\$0.00 (0%)
6	Klaviyo / push	chatgpt.com / ai-assistant	(13.15%)	0.00 (0%)	0%	\$0.00 (0%)
7	chatgpt.com / (none)	google-play / organic	(0.03%)	0.00 (0%)	0%	\$0.00 (0%)
8	chatgpt.com / ai-assistant	Instagram / Bio	(0.11%)	0.00 (0%)	0%	\$0.00 (0%)



Sample Ad Preview

ChatGPT

New chat

Recent

Convenient services in Utah

Weekend trip planning

Local delivery comparison

ChatGPT

Share

What should I compare when choosing a legal same-day delivery service in Utah?

Start with the practical details that affect convenience and eligibility:

- **Coverage:** confirm that your address is inside the service area.
- **Fees and timing:** compare delivery cost, same-day windows and cut-off times.
- **Requirements:** check age, identification and any state-specific eligibility rules.

Sponsored



WholesomeCo

WholesomeCo Pharmacy | Free same-day delivery

Fast, reliable, & discreet. Order now and get it delivered to your door or shop in-store. Proudly serving 99% of Utah patients. We offer discreet & reliable delivery to your Home.

wholesome.co

Visit WholesomeCo

A circular logo with a stylized 'S' in the center. The word 'SPOKES' is written in a circle around the top, and 'DIGITALS' is written around the bottom.

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Case Studies

Service Offered



Result:

2 weeks

+91%

Increase in Impressions

2.1x

Increase in Clicks

-22.6%

Reduction in CPC

157%

Increase in New Users

Service Offered



Result:

4 weeks

+145%

Increase in Impressions

3.4x

Increase in Clicks

-28%

Reduction in CPC

281%

Increase in New Users

Super
SPECIOSA
RAW LEAF



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Our Clients

CALIVA™

Cani Brands™
FEEL AMAZING

CANNABIS-INFUSED
CAN
SOCIAL TONIC

cannabislife®

CANNABIZ
COLLECTS

CBD DAILY

H
Healer

DAD
GRASS

dip
DIP DEVICES

Earlybird
CBD

FLEUR MARCHÉ

FORIA

Grassdoor

hippie & french

HOLISTIK™
Wellness

HOMETOWN HERO

JUSTCBD

MedMen

MISS GRASS

MYSTIC
LABS

THE
APOTHECARIUM
DISPENSARY

NATIVE
ROOTS
CANNABIS CO.

Beyond Hello
CANNABIS DISPENSARY

PINEAPPLE
EXPRESS

WholesomeCo
CANNABIS

RUSH

Sandland

TRIBETOKES



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Testimonials

where we turn our shared vision into reality.



Abby Uriarte

Digital Marketing Manager

*“**Spokes** team came to me at a time when zero effort had been put into SEO. Being a cannabis company, SEM wasn't even on our radar given current regulations. **Spokes** team enabled us to leverage these channels in ways that we did not think were achievable and helped us see the value in allocating marketing budget to these areas. **Spokes** team continually pushed themselves to optimize campaigns and drive results.”*



Degelis Tufts Pilla

Co-Founder and CEO

*“**Spokes** has worked tirelessly to get ad channels set up for us that other agencies told us were impossible. They are also very honest when they do not think something is going to work or be profitable, which I appreciate. They have become like members of our internal team, always working toward our best interests on the marketing front. They have also helped us source B2B leads, reducing our reliance on trade shows, which was particularly important during the pandemic.”*

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Ashley LeCount

Business Operations Analyst

*“As a growing organization we didn't have the resources to commit to building our SEO, that's when we found **Spokes Digital**. The team was very knowledgeable, and helped educate us on where to focus SEO efforts. I appreciate the open communication, organization, professionalism and expertise **Spokes Digital** brings to the table. It was great to see our overall SEO improvement, and see the new leads come in, thanks in part to the efforts of **Spokes**.”*



George Cleveland

Director of Digital Products

*“**Spokes Digital** has helped accelerate our growth by driving relevant traffic to our website. Their ads have directly improved our customer acquisition efforts as well as helped retain customers in our flywheel. **Spokes Digital** is incredibly easy to work with as they are a true partner and not just a third-party vendor. Our partnership with Spokes has been successful due to a constant back-and-forth dialog where both parties are contributing to digital ad efforts.”*



Joshua Katz

Co-Founder

*“Working with **Spokes** has been a game-changer for our brand. Their expertise in navigating cannabis SEO and Google's complex regulations has driven significant organic growth for our site. What sets the Spokes team apart is their data-driven approach, attention to detail, and ability to turn insights into impactful strategies. After more than three years, they've become an extension of our team, and we highly recommend them to any cannabis or CBD brand looking to grow.”*



Yash Kotak

Co-Founder

“Varun and his team at Spokes Digital are true experts. Over the past year, they've consistently delivered strong results despite the challenges of our evolving category. During our brand revamp and domain change, their result-oriented SEO and PPC strategies helped us regain a competitive edge and drive consistent growth.”



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Our Team



VARUN PATEL

CEO & Founder



LAUREN LAPLANTE

Chief Growth Officer



SAMEER NIGAM

Strategic Advisor



connect With Us



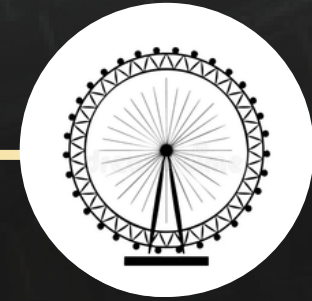
Location: INDIA

- Pancard Club Rd, Baner, Pune,
MH 411045



Location: USA

- San Ramon (Headquarters),
CA 94583
- Boston, Amesbury, MA 01913



Location: UK

- Canary Wharf, London E14 9XQ