

Case Study:

Popsixle helped a THC seltzer scale ads on Meta 72x without getting flagged



The Problem

The THC seltzer brand wanted to promote their product on Meta but couldn't due to Meta's restrictions on cannabis brands

Popsixle's Solution:

Popsixle worked with the brand to implement a landing page compliant with Meta's terms of service.

The brand then implemented Popsixle to:

- Unify tracking across their ads, landing page, and main website
- Ensure all data sent back to Meta was compliant and would not get them flagged

The Results:

The THC seltzer brand has had **zero issues** with their ads being flagged since going live three months ago. Within 5 weeks of going live they generated over \$76K in revenue while **maintaining the same return on ad spend**

\$76K

Revenue in the first month

74X

Meta Sales

0

Flagged Ads



Ready to run Meta ads without getting flagged?

Learn more at: popsixle.com

