The goal.

You know it. Every day, a group of non-buyers exit your stores. And, as they leave, they leave money on the table. Roughly, was being lost in annual sales.

But, there was a hill to climb.

The new market for this Cannabis client was very familiar with the brand. The idea? Create a better customer experience and 86% will pay you more for it. Your brand: 1, the competition: 0.

Talk to the competition. Well, at least to their buyers. For a major Cannabis company, this meant asking consumers what made them choose a certain brand. The research was required.

The results.

They found $8 billion in lost dollars.

• 46% of shoppers left completely empty-handed.
• 39% spent more on store promotions than on store merch.
• 41% of intended shoppers weren't actually buying anything.
• 51% of intended shoppers couldn't find the items they were looking for.
• 39% of intended shoppers weren't even in the store.

But, here's how they fixed it — for good.

They asked intenders why they weren't buying your brand. This retailer pulled sales from their competition.

Refined their market, demo + geographic areas.

Then, they talked to non-buyers about what to stock. And, with the data, they were able to get buyers what they wanted.

Research was required.

To do the trick.

With access provided, plus this retailer's insight to validate buyer experience, it's the only way to ask intenders why they're not buying your brand.

So, you can fix the shopper experience.

Then, started asking their buyers to rate their experience. If it's a 0, this retailer knows it. Then, what they did...

Our approach.

We used Surveys On The Go® (SOTG).

1. eCommerce behavior: SOTG collects behavior data online, both in-store and online.
2. Dispensary actions: GPS was used to track each panelist's location, with their consent.
3. Accurate data: Panelists were spoken to in real time, and validated via the SOTG app.

And, because it’s an app, the client got:

• 24/7 access to your in-store + online shoppers.
• These consumers have given informed consent to share their data — at their own will. That means, you can run analysis on everything.

The result? Accurate data based on consumers' actions: and context on why they made them. To learn more, visit us online at www.mfour.com/our-story.

About MFour.

Better outcomes at MFour Studio. the first platform to evaluate your consumer. Using the nation’s most downloaded, highest-rated, and app

app-approved data collection and vast experience, MFour has finaly unified consumer. Using the nation’s most downloaded, highest-rated, and only app-approved data collection and vast experience, MFour has finally unified consumer. Using the nation’s most downloaded, highest-rated, and only app-approved data collection and vast experience, MFour has finally unified consumer. Using the nation’s most downloaded, highest-rated, and only app-approved data collection and vast experience, MFour has finally unified consumer. Using the nation’s most downloaded, highest-rated, and only app-approved data collection and vast experience, MFour has finally unified consumer. Using the nation’s most downloaded, highest-rated, and only app-approved data collection and vast experience, MFour has finally unified consumer. Using the nation’s most downloaded, highest-rated, and only app-approved data collection and vast experience, MFour has finally unified consumer. Using the nation’s most downloaded, highest-rated, and only app-approved data collection and vast experience, MFour has finally unified consumer. Using the nation’s most downloaded, highest-rated, and only app-approved data collection and vast experience, MFour has finally unified consumer. Using the nation’s most downloaded, highest-rated, and only app-approved data collection and vast experience, MFour has finally unified consumer.