App-Driven Success: Unveiling Why 59% of Cannabis Buyers Choose Apps

The goal.

How do you win market share in a blossoming new area?

Take the competitive fight, and add retail buyers. For a major Cannabis company, it’s not enough asking consumers what they need; you have to chart a course to win.

The client creates a better customer experience and will let you review it. Your choice: the competitor’s 0.

But, there were a few critical points.

The new set of facts for this Cannabis client was very familiar with the competition; they didn’t know the client’s brand. This client needed to understand who their true target audience and product user was. To do it, they’d need to dig deep, for consumer insights.

Create a better customer experience and 86% will pay more for it.

Research was required.

Cannabis consumers shop at dispensaries, but they also use apps. Need to help this client to collect data in-store—and on apps. They’d need access to a panel of first-party panelists, via their smartphone, for new buyers to try the brand. After all:

1. 43% of consumers bought this client’s brand after the budtender recommended it.
2. 59% bought this client’s brand because they wanted to try something new.
3. 40% picked up the client’s brand after the first purchase was made.
4. 60% picked up the client’s brand after the budtender recommended it.
5. 60% of consumers bought the brand because they associate it with quality.

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.

References:
2. 1. eCommerce behavior: SOTG collected data on Cannabis purchases from January, 2021 through December, 2021.
3. Research was required.

Our approach.

As the nation’s largest, highest-rated consumer panel, SOTG locates consumers in market areas.

We used Surveys On The Go® (SOTG) - the company, this meant asking consumers what made them choose a certain company, this meant asking consumers what made them choose a certain cannabis brand. The idea? Create a better customer experience and 86% will pay you more for it. Your choice: the competitor’s 0.

We used SOTG because it's an app, the client got:

1. Web commerce behavior: SOTG confirmed that use of a Cannabis apps on their phone.
2. Dispensary analytics: SOTG used a survey to track past and present purchases, with their consent.
3. Accessory data: Sales data was spoken for to the media, and validated by the SOTG app.
4. As a result of the research, the client found they had poor coverage in certain areas. With the feedback they received from consumers, particularly those who knew their competition, they were able to adjust their app strategy and create a better user experience.

The results.

<table>
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<th>Key findings</th>
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Shoppers spend an average of 87% of their in-store and online purchases. Need to help this client to collect data in-store—and on apps. They’d need access to a panel of first-party panelists, via their smartphone, for new buyers to try the brand. After all:

1. 41% of consumers bought this client’s brand after the first purchase was made.
2. 59% bought this client’s brand because they wanted to try something new.
3. 40% picked up the client’s brand after the budtender recommended it.
4. 60% picked up the client’s brand after the budtender recommended it.
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About MFour.

We used Surveys On The Go® (SOTG) to find the perfect panel to validate your consumers. The nation’s largest, highest-rated consumer panel, SOTG locates consumers in market areas.

As the nation’s largest, highest-rated consumer panel, SOTG tracks 10 million daily consumer journeys.

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