COVID-19 Impact:

The Cannabis Industry

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FOURSQUARE

May 2021

Project Overview

After the cannabis industry was declared "essential" in spring of 2020 -- as the pandemic took hold across the world -- the industry's growth accelerated, sending cannabis businesses reeling to keep up with changing demand and answer a crucial question:

How has the pandemic impacted cannabis consumers' behaviors?

We believe that by analyzing Foursquare's foot traffic data -- including both in-store purchases and curbside pickups -- alongside LeafLink's wholesale order data, you can gain a holistic perspective on how COVID-19 impacted the cannabis industry.

This report will shed light on how cannabis has grown and shifted throughout the pandemic as well as where things may be headed in the future.

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About the Partners

FOURSQUARE

Foursquare is the leading independent location technology platform.

Location is at the center of everything we do: we understand location, how people move through the physical world, and how those patterns change over time.

We use that knowledge and our propriety technologies to help brands, developers, marketers and analysts understand consumers and engage with them.

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LeafLink is a tech-enabled wholesale marketplace for the cannabis industry that has revolutionized the way brands, distributors, and retailers manage their operations.

LeafLink's e-commerce approach has optimized and fueled the growth of the cannabis industry across 27 markets in the U.S. and Canada, creating new efficiencies in the supply-chain with software and services.

LeafLink's marketplace manages over $4 billion in annual orders, making up an estimated 39% of U.S. wholesale cannabis commerce.

Methodology

Foursquare analyzes foot traffic data from millions of Americans who make up our first party panel. All data is either anonymized, pseudonymized, or aggregated, and is normalized against U.S. Census data to remove age, gender and geographical bias.

We use indexed foot traffic to demonstrate the relative decline in visits to different types of places, where visits on the first day are 100. We analyze data on a rolling 7-day basis to reduce the effects of foot traffic trends influenced by certain days of the week (for example, bars and clubs experience an uptick on Fridays and Saturdays).

In this joint report, we augment Foursquare's visitation data with wholesale order data from LeafLink. Over $2.5B of wholesale orders placed through LeafLink in 2020 were used to compile this data.

When we cite "GMV," we are referring to Gross Merchandise Volume on the LeafLink platform. Cannabis stores, or dispensaries, are referred to as "Buyers."

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3 Key Trends from Year One of the COVID-19 Pandemic (2020)

1

Cannabis dispensaries saw slightly less traffic than usual during the COVID-19 pandemic

Dispensary traffic was slightly below pre-pandemic levels by the end of 2020 (down -6% nationally as of December 31st, 2020).

2

Wholesale basket size increased in Q1 2020 and remained higher than that of 2019 throughout the year

From January to March 2020, spend per store grew by +25% month-over-month vs. +15% during the same period in 2019.

3

Dispensaries saw a shift in consumer behavior across product categories as a result of the pandemic

Flower, pre-rolls, and concentrates all gained share during the pandemic, while cartridges and edibles declined.

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What did foot traffic to cannabis dispensaries look like in 2020?

The pandemic had a negative impact on foot traffic to **cannabis dispensaries**

Foot traffic to cannabis dispensaries was down **-6%** as of December 31 2020 (vs. being up **+6%** as of December 31 2019).

Indexed Foot Traffic to Cannabis Dispensaries in 2020 vs. 2019

— 2019 Index   — 2020 Index

Foot traffic to cannabis dispensaries notably spiked around **April 20** (4/20) year-over-year, with visits up **+25%** as of April 20 2019, but still down **-1%** as of April 20 2020

Foot traffic to cannabis dispensaries continued to pick up throughout the summer months of 2019, while in summer of 2020, foot traffic remained fairly stable and below pre-pandemic levels

Cannabis dispensaries saw a more notable uptick in foot traffic around the holidays in 2019 (up **+13%** as of December 24 2019), while visits were up only **+3%** as of December 24 2020

150

125

100

75

2020-02-19   2020-03-21   2020-04-21   2020-05-22   2020-06-22   2020-07-23   2020-08-23   2020-09-23   2020-10-24   2020-11-24   2020-12-25

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However, in terms of **wholesale transaction volume,** COVID-19 was an accelerator for the cannabis industry

From January to March 2020, Gross Merchandise Volume on LeafLink grew **30%**, exceeding 2019 growth. The industry, as measured by transactions on LeafLink, nearly doubled in 2020.

Gross Merchandise Volume 2020 vs. 2019

— 2019   — 2020

After a national state of emergency was declared in March 2020, dispensaries stocked up in order to keep up with a boom in consumer demand

Later in the spring, as cannabis was deemed an "essential" business in many states, dispensaries accelerated their purchasing to prepare for the 4/20 holiday and the summer months

January   February   March   April   May   June   July   August   September   October   November   December

Chart illustrates Gross Merchandise Volume year over year, where 1.0 = gross merchandise volume as of January of a given year.

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While rate of purchasing was impacted by COVID-19, **spend per individual buyer increased during** Spring of 2020

Spend per buyer from January to March 2020 was up **+25%** vs. being up only **+15%** during the same period in 2019.

Spend Per Buyer

— 2019   — 2020

Purchasing in **April** 2020 leveled off compared to April 2019 due to higher rate of purchasing during March 2020

After 4/20, spend per buyer increased rapidly throughout the spring and summer of 2020 compared to 2019

| 1.6 |
| 1.2 |
| 0.8 |
| 0.4 |

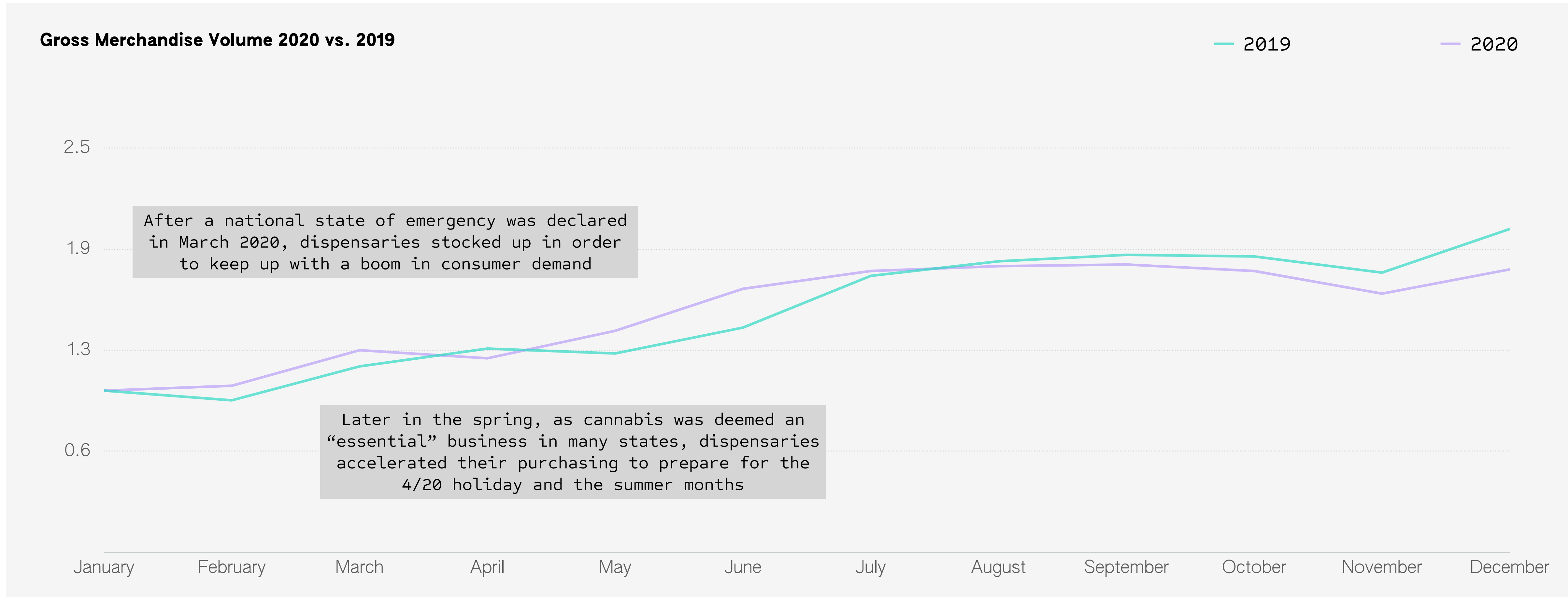January February March April May June July August September October November December
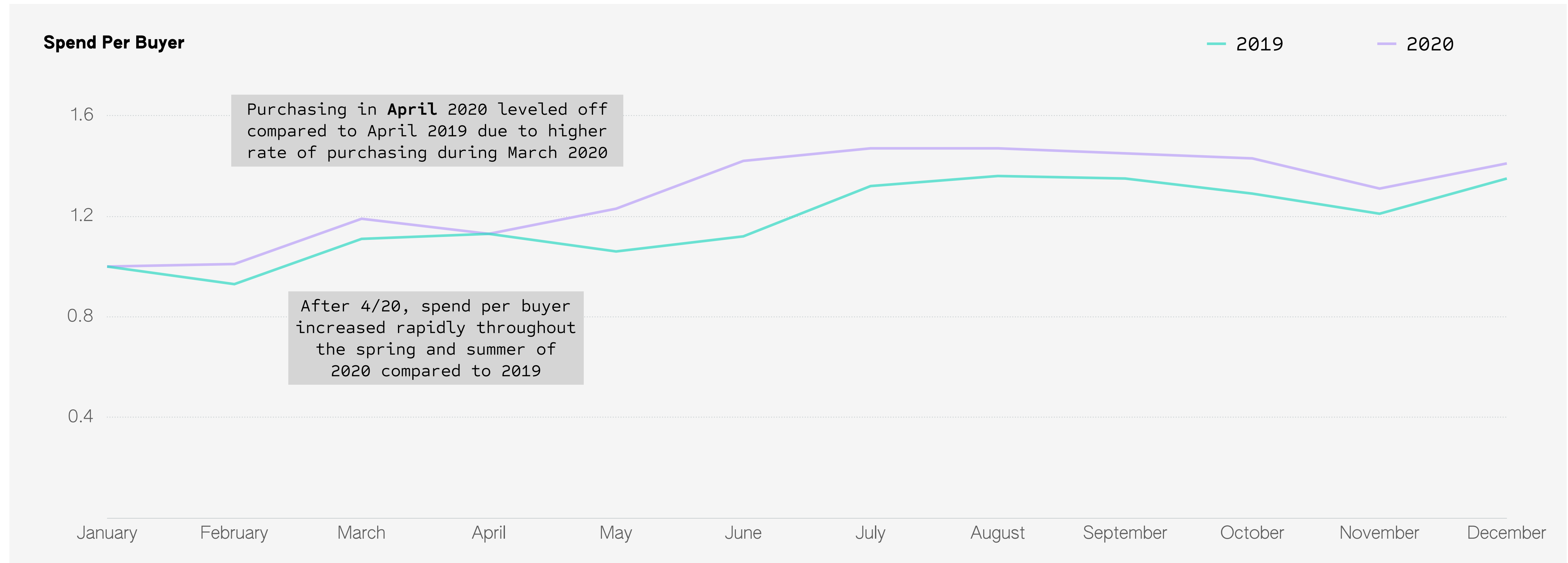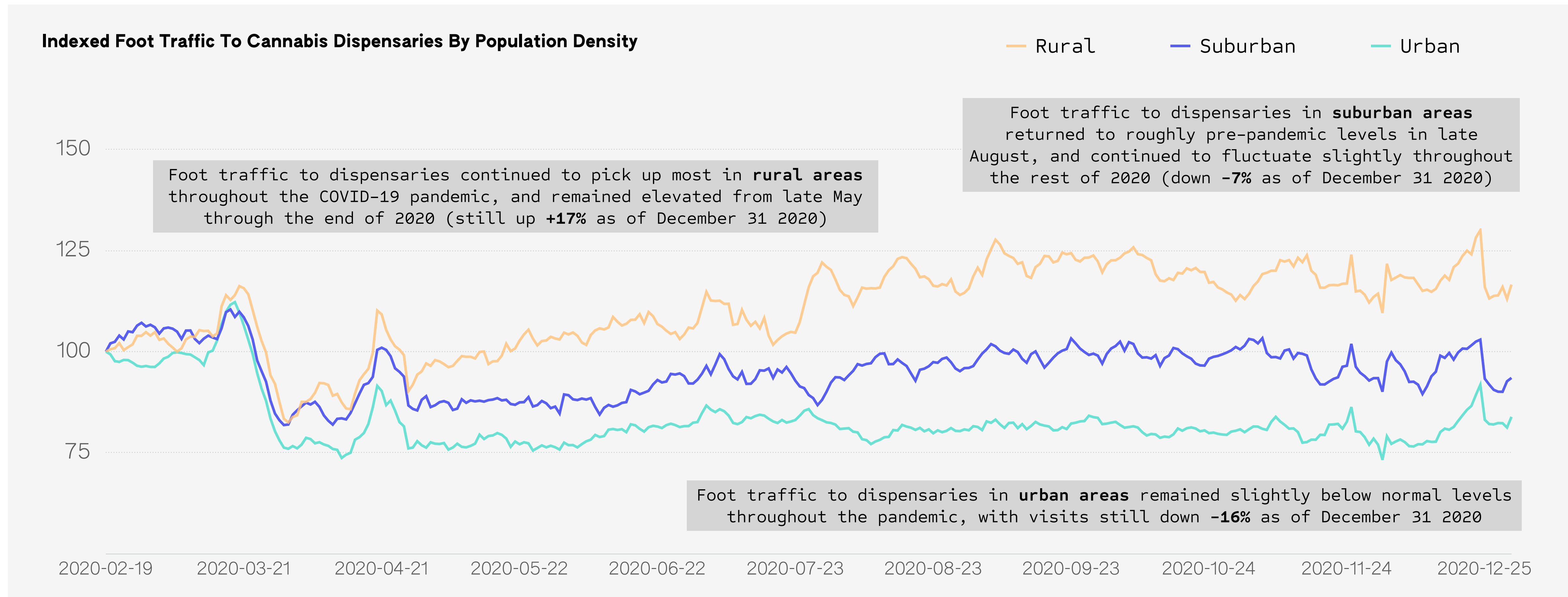
Chart illustrates Gross Merchandise Volume year over year, where
1.0 = gross merchandise volume as of January of a given year.
Buyer at the wholesale level is defined as a store or dispensary.

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Foot traffic to **cannabis dispensaries** remained elevated in **rural areas** throughout most of 2020

Foot traffic to dispensaries in rural areas was up **+16%** as of December 31 2020, while national traffic was still down **-6%**.

Indexed Foot Traffic To Cannabis Dispensaries By Population Density

— Rural   — Suburban   — Urban

Foot traffic to dispensaries continued to pick up most in **rural areas** throughout the COVID-19 pandemic, and remained elevated from late May through the end of 2020 (still up **+17%** as of December 31 2020)

Foot traffic to dispensaries in **suburban areas** returned to roughly pre-pandemic levels in late August, and continued to fluctuate slightly throughout the rest of 2020 (down **-7%** as of December 31 2020)

Foot traffic to dispensaries in **urban areas** remained slightly below normal levels throughout the pandemic, with visits still down **-16%** as of December 31 2020

150

125

100

75

2020-02-19 2020-03-21 2020-04-21 2020-05-22 2020-06-22 2020-07-23 2020-08-23 2020-09-23 2020-10-24 2020-11-24 2020-12-25

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Chart illustrates indexed foot traffic to cannabis dispensaries by population density, where visits on February 19, 2020 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

11

Foot traffic to **cannabis dispensaries** remained elevated in the **Midwest & South**, offsetting declines in foot traffic across other regions

Foot traffic to dispensaries picked up most notably in the Midwest during the holidays, and remained up **+44%** as of December 31 2020.

Indexed Foot Traffic To Cannabis Dispensaries By Region

— Midwest — Northeast — South — West

Foot traffic to dispensaries picked up most notably in the **Midwest** around '4/20' (up **+54%**), while visits in the **West** were still down **-5%** as of April 20 despite a brief uptick

Foot traffic to dispensaries in the **Midwest** continued to pick up notably throughout the holiday season, with visits still up **+44%** as of December 31 2020

Foot traffic to dispensaries in the **West** & **Northeast** remained fairly stable below normal levels throughout most of the pandemic, with visits still down **-6-11%** in these regions as of December 31 2020

200

150

100

50

2020-02-19   2020-03-21   2020-04-21   2020-05-22   2020-06-22   2020-07-23   2020-08-23   2020-09-23   2020-10-24   2020-11-24   2020-12-25
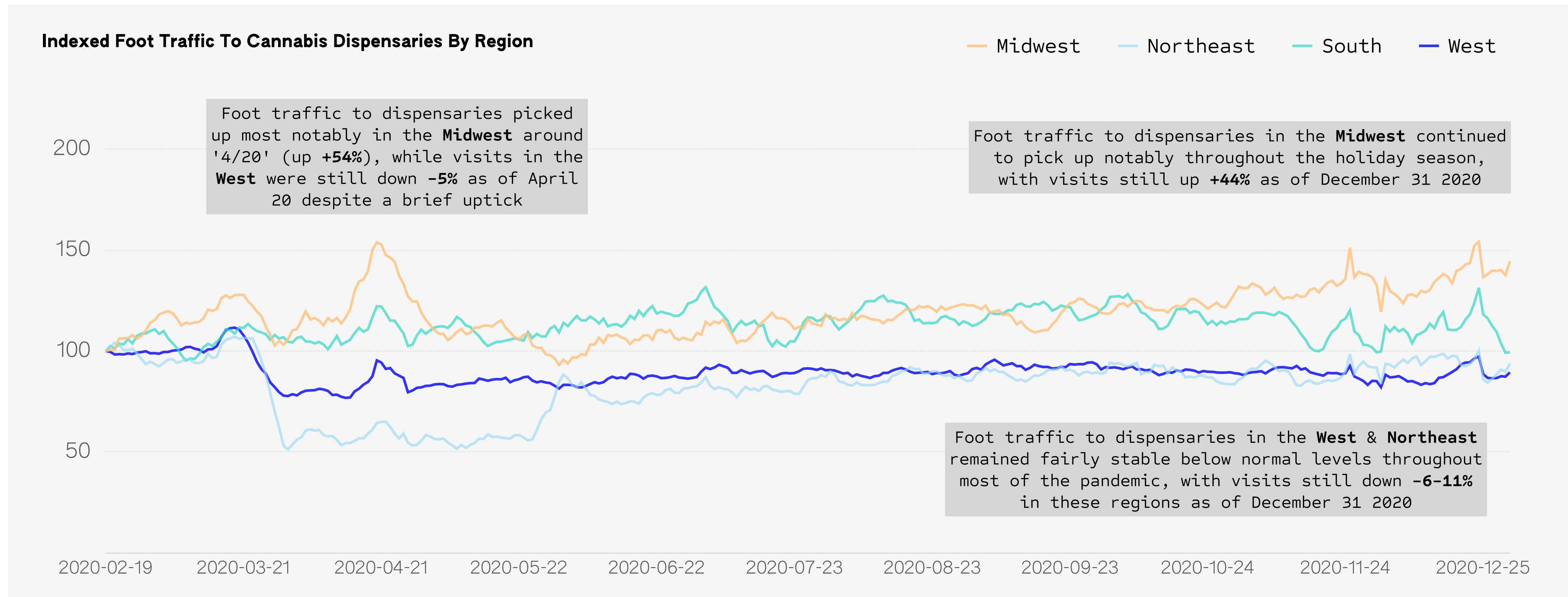
Chart illustrates indexed foot traffic to cannabis dispensaries by region, where visits on February 19, 2020 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

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Foot traffic to **cannabis dispensaries** picked up most in **Illinois** & **Michigan** throughout the pandemic

Foot traffic to cannabis dispensaries remained mostly elevated in Illinois & Michigan throughout the COVID-19 pandemic.

Indexed Foot Traffic To Cannabis Dispensaries By State

— California   — Colorado   — Illinois   — Michigan

Foot traffic to cannabis dispensaries picked up most notably in **Michigan** following the outbreak of COVID-19, wit especially notable upticks in traffic around '4/20'

Foot traffic to cannabis dispensaries picked up most notably in **Illinois** around Thanksgiving (up **+61%** as of November 25 2020), and was up most in Michigan around Christmas (up **+67%** as of December 24)

Foot traffic to dispensaries remained fairly stable and below normal levels in **California** throughout the pandemic -- down **-16%** as of December 31 2020

200

150

100

50

2020-02-19   2020-03-21   2020-04-21   2020-05-22   2020-06-22   2020-07-23   2020-08-23   2020-09-23   2020-10-24   2020-11-24   2020-12-25
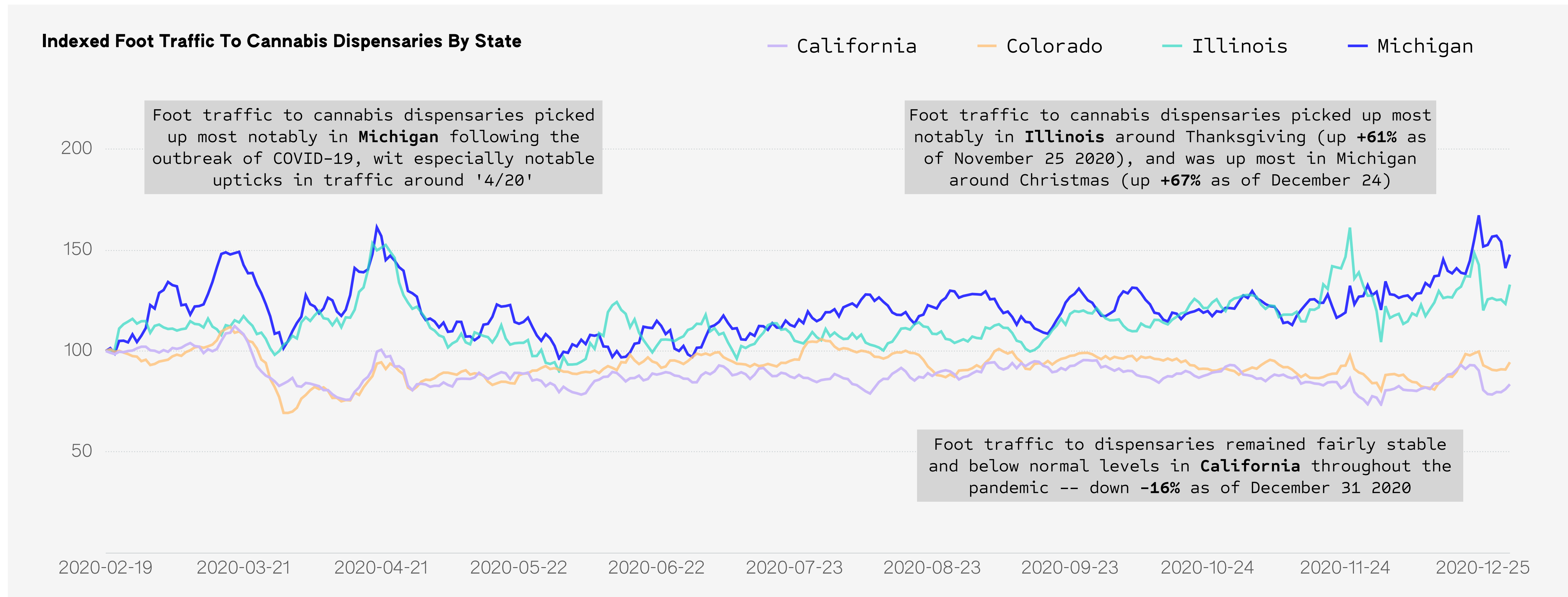
Chart illustrates indexed foot traffic to cannabis dispensaries by State, where visits on February 19th, 2020 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

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Established **West Coast markets** all saw significant bumps in wholesale GMV as stores stocked up on inventory pre-lockdown

Established West Coast states grew **+33-86%** throughout the pandemic compared to where they started in January 2020.
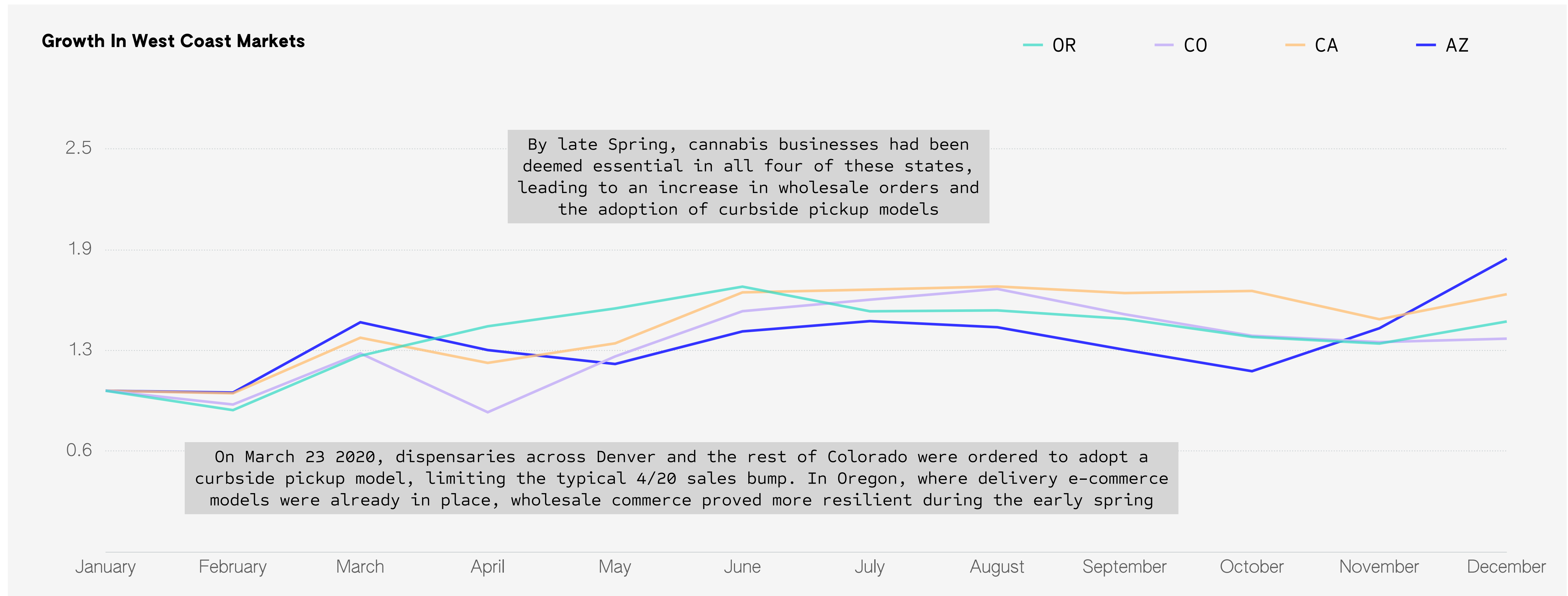
Growth In West Coast Markets

Legend: — OR   — CO   — CA   — AZ

By late Spring, cannabis businesses had been deemed essential in all four of these states, leading to an increase in wholesale orders and the adoption of curbside pickup models

On March 23 2020, dispensaries across Denver and the rest of Colorado were ordered to adopt a curbside pickup model, limiting the typical 4/20 sales bump. In Oregon, where delivery e-commerce models were already in place, wholesale commerce proved more resilient during the early spring

Y-axis: 2.5, 1.9, 1.3, 0.6

X-axis: January, February, March, April, May, June, July, August, September, October, November, December

Chart illustrates Gross Merchandise Volume year over year, where 1.0 = gross merchandise volume as of January of a given year.

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New markets outside of the West Coast grew exponentially compared to where they were in January 2020

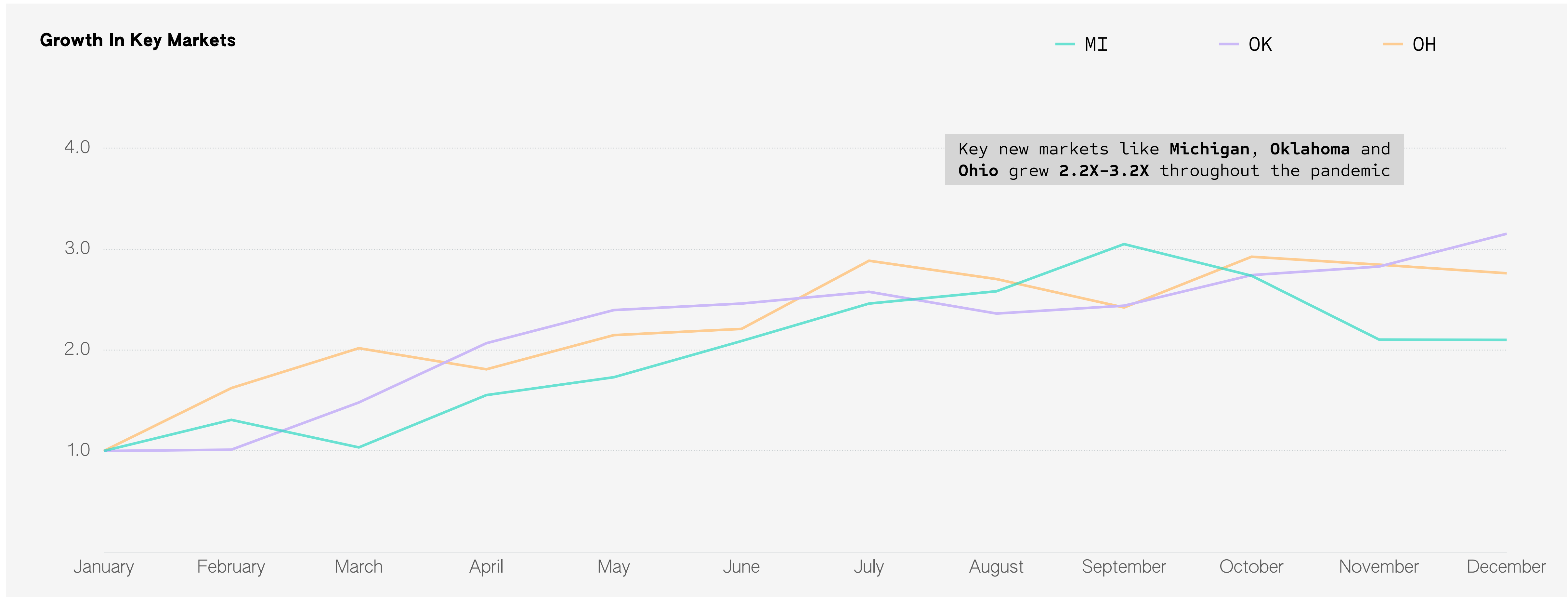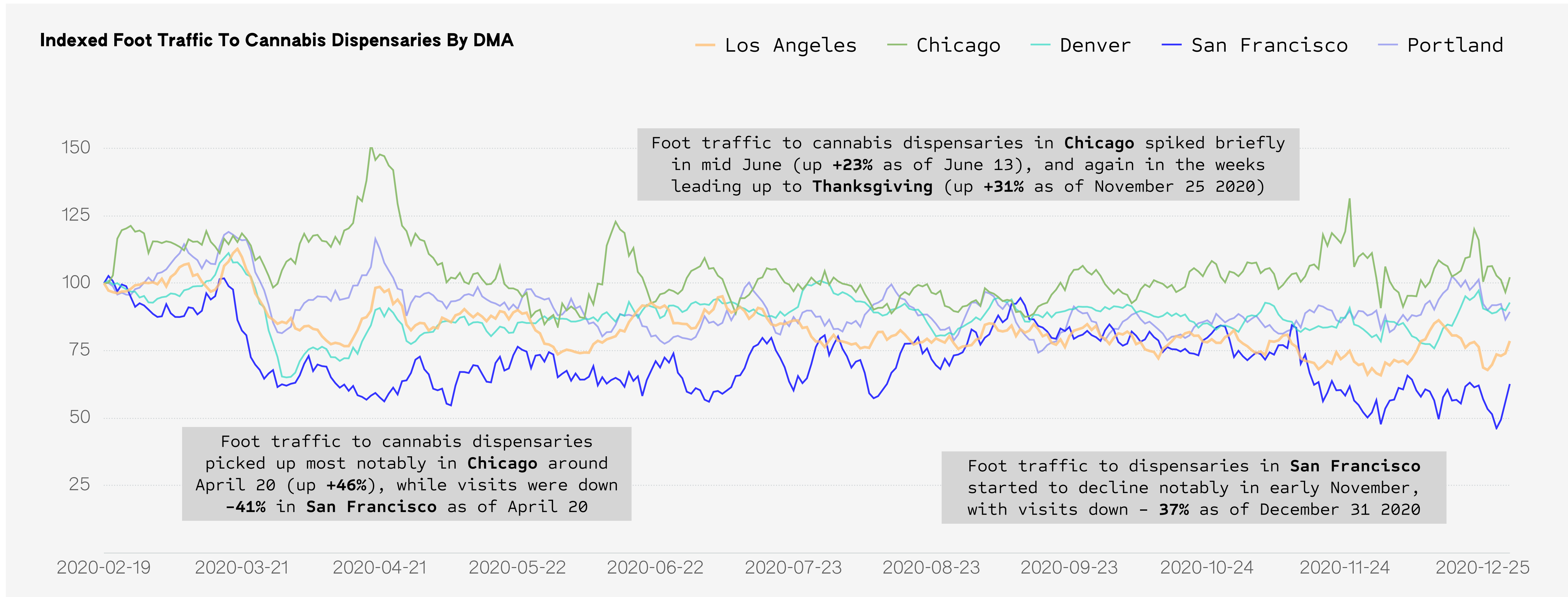Secular growth themes, regulatory changes and production timelines outweighed headwinds from COVID-19.

Growth In Key Markets

— MI   — OK   — OH

Key new markets like **Michigan**, **Oklahoma** and **Ohio** grew **2.2X–3.2X** throughout the pandemic

4.0

3.0

2.0

1.0

January   February   March   April   May   June   July   August   September   October   November   December

Chart illustrates Gross Merchandise Volume year over year, where
1.0 = gross merchandise volume as of January of a given year.

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Foot traffic to **cannabis dispensaries** picked up most in **Chicago** compared to visits in other legal cities throughout the pandemic

Foot traffic to cannabis dispensaries fluctuated by city throughout the pandemic.

Indexed Foot Traffic To Cannabis Dispensaries By DMA

— Los Angeles — Chicago — Denver — San Francisco — Portland

Foot traffic to cannabis dispensaries in **Chicago** spiked briefly in mid June (up **+23%** as of June 13), and again in the weeks leading up to **Thanksgiving** (up **+31%** as of November 25 2020)

Foot traffic to cannabis dispensaries picked up most notably in **Chicago** around April 20 (up **+46%**), while visits were down **-41%** in **San Francisco** as of April 20

Foot traffic to dispensaries in **San Francisco** started to decline notably in early November, with visits down **- 37%** as of December 31 2020

150
125
100
75
50
25

2020-02-19   2020-03-21   2020-04-21   2020-05-22   2020-06-22   2020-07-23   2020-08-23   2020-09-23   2020-10-24   2020-11-24   2020-12-25

Chart illustrates indexed foot traffic to cannabis dispensaries by DMA, where visits on February 19, 2020 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

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Foot traffic to **cannabis dispensaries** picked up most amongst **younger consumers** in 2020

Foot traffic to cannabis dispensaries remained well below pre-pandemic levels amongst consumers ages 65+ throughout 2020.
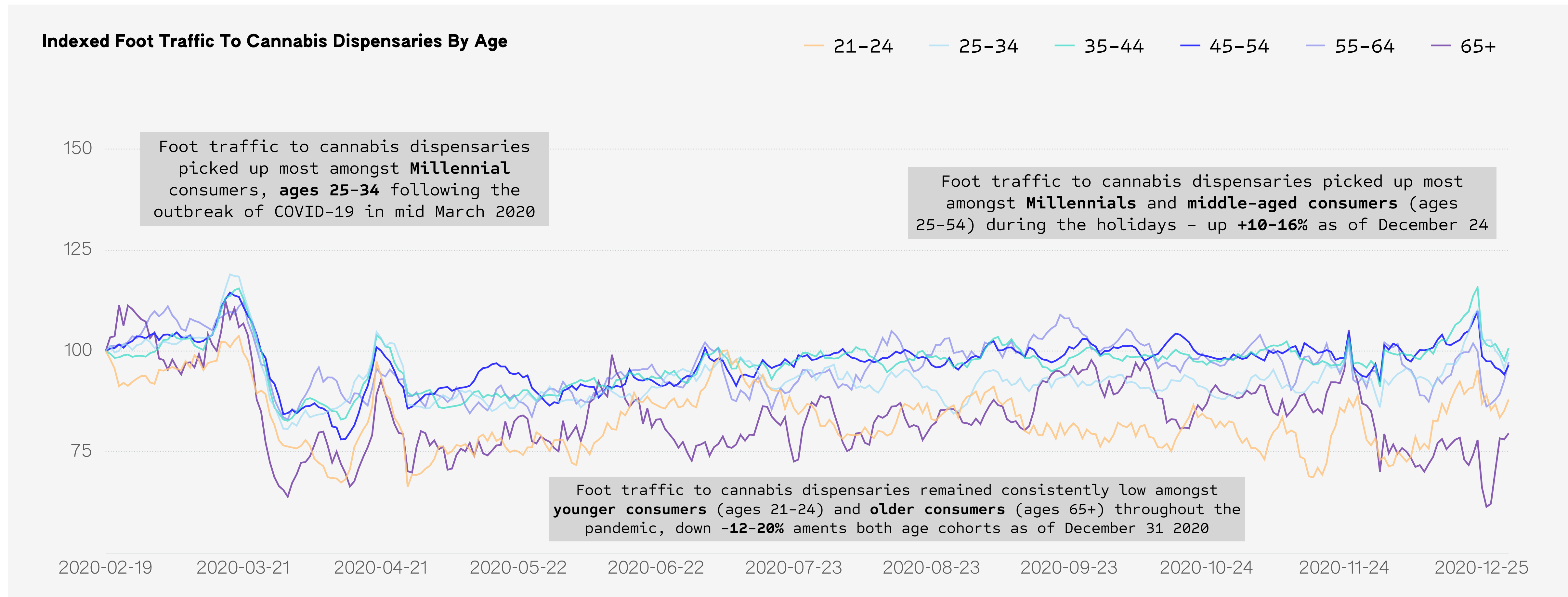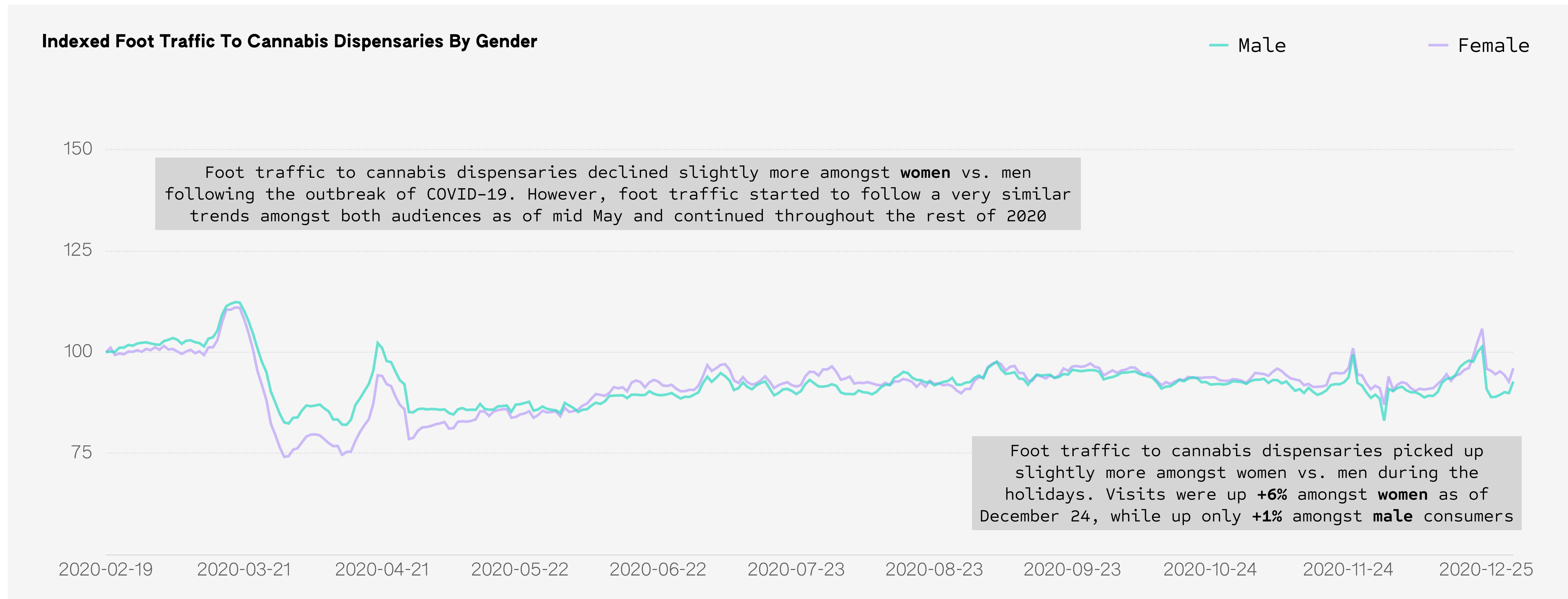
Indexed Foot Traffic To Cannabis Dispensaries By Age

— 21-24   — 25-34   — 35-44   — 45-54   — 55-64   — 65+

Foot traffic to cannabis dispensaries picked up most amongst **Millennial** consumers, **ages 25-34** following the outbreak of COVID-19 in mid March 2020

Foot traffic to cannabis dispensaries picked up most amongst **Millennials** and **middle-aged consumers** (ages 25-54) during the holidays - up **+10-16%** as of December 24

Foot traffic to cannabis dispensaries remained consistently low amongst **younger consumers** (ages 21-24) and **older consumers** (ages 65+) throughout the pandemic, down **-12-20%** aments both age cohorts as of December 31 2020

150

125

100

75

2020-02-19   2020-03-21   2020-04-21   2020-05-22   2020-06-22   2020-07-23   2020-08-23   2020-09-23   2020-10-24   2020-11-24   2020-12-25

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Chart illustrates indexed foot traffic to cannabis dispensaries by age, where visits on February 19, 2020 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

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Foot traffic to **cannabis dispensaries** picked up slightly more amongst **women** in the final months of 2020

Foot traffic to cannabis dispensaries picked up slightly more amongst women vs. men during the holidays.

Indexed Foot Traffic To Cannabis Dispensaries By Gender

— Male   — Female

Foot traffic to cannabis dispensaries declined slightly more amongst **women** vs. men following the outbreak of COVID-19. However, foot traffic started to follow a very similar trends amongst both audiences as of mid May and continued throughout the rest of 2020

Foot traffic to cannabis dispensaries picked up slightly more amongst women vs. men during the holidays. Visits were up **+6%** amongst **women** as of December 24, while up only **+1%** amongst **male** consumers

150

125

100

75

2020-02-19   2020-03-21   2020-04-21   2020-05-22   2020-06-22   2020-07-23   2020-08-23   2020-09-23   2020-10-24   2020-11-24   2020-12-25

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Chart illustrates indexed foot traffic to cannabis dispensaries by gender, where visits on February 19, 2020 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

How else has the pandemic impacted consumer preferences?

Dispensaries saw a shift in consumer behavior across product categories as a result of the pandemic

Flower, pre-rolls, and concentrates gained share while cartridges and edibles lost share.
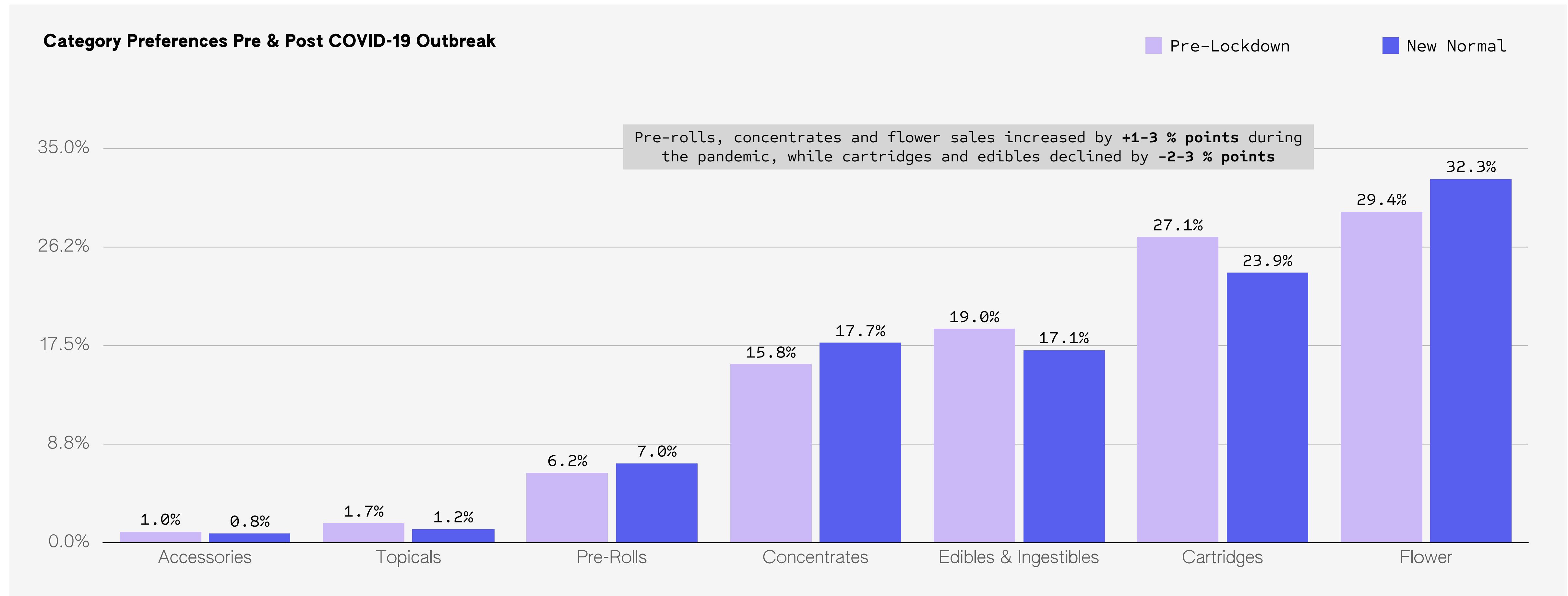
Category Preferences Pre & Post COVID-19 Outbreak

■ Pre-Lockdown ■ New Normal

Pre-rolls, concentrates and flower sales increased by **+1-3 % points** during the pandemic, while cartridges and edibles declined by **-2-3 % points**

Category	Pre-Lockdown	New Normal
Accessories	1.0%	0.8%
Topicals	1.7%	1.2%
Pre-Rolls	6.2%	7.0%
Concentrates	15.8%	17.7%
Edibles & Ingestibles	19.0%	17.1%
Cartridges	27.1%	23.9%
Flower	29.4%	32.3%

y-axis: 35.0%, 26.2%, 17.5%, 8.8%, 0.0%

Chart illustrates category preferences based on % of total product sales. Pre-Lockdown period is defined as prior to the week of March 9th. New Normal period is defined as week of April 27th - week of December 31st, 2020.

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Flower remains the most dominant product category

Edibles & Ingestibles and concentrates lost market share compared to the same time last year and pre-rolls gained share.
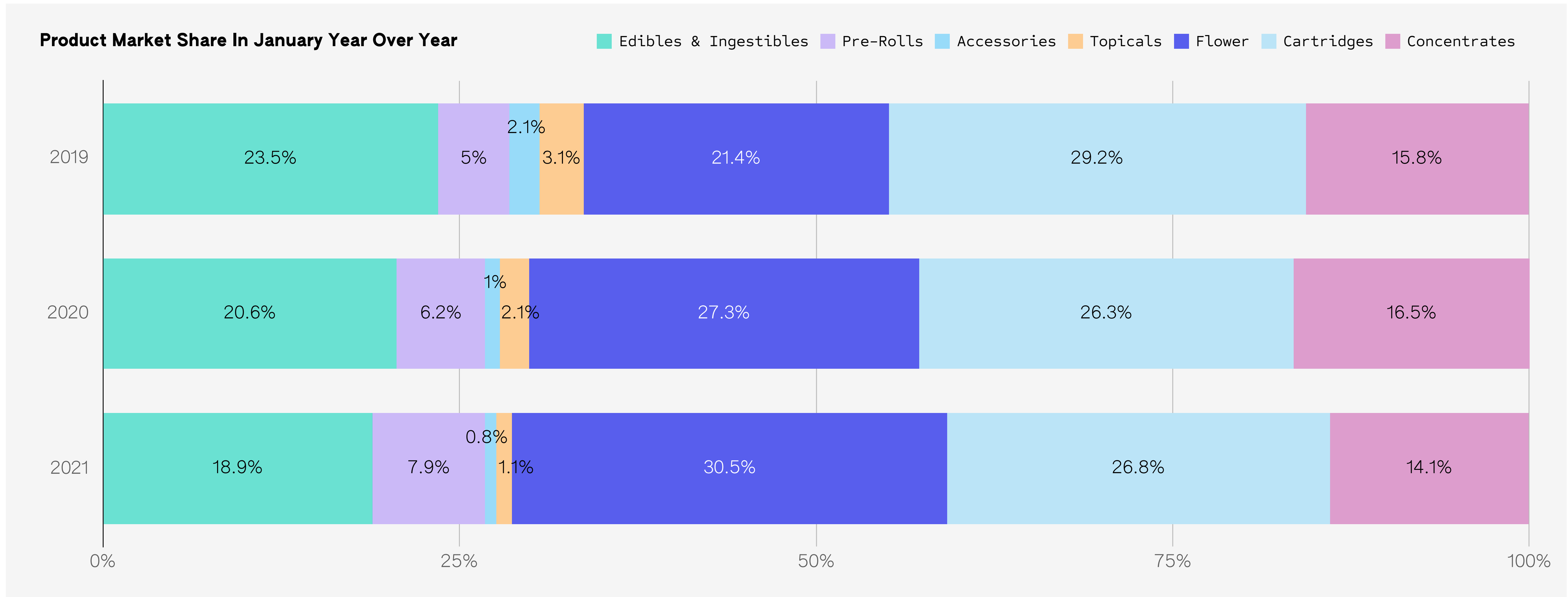
Product Market Share In January Year Over Year

Legend: ■ Edibles & Ingestibles ■ Pre-Rolls ■ Accessories ■ Topicals ■ Flower ■ Cartridges ■ Concentrates

Year	Edibles & Ingestibles	Pre-Rolls	Accessories	Topicals	Flower	Cartridges	Concentrates
2019	23.5%	5%	2.1%	3.1%	21.4%	29.2%	15.8%
2020	20.6%	6.2%	1%	2.1%	27.3%	26.3%	16.5%
2021	18.9%	7.9%	0.8%	1.1%	30.5%	26.8%	14.1%

0%   25%   50%   75%   100%

Chart illustrates category preferences based on % of total product sales.
Pre-Lockdown period is defined as prior to the week of March 9th. New Normal
period is defined as week of April 27th - week of December 31st, 2020.

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What did overall visitation to dispensaries look like in 2020 compared to 2019?

Cannabis dispensaries saw an uptick in foot traffic **earlier in the week**

Dispensary Visits By Day Of Week

■ 2019   ■ 2020

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	14%	14%	14%	15%	17%	15%	12%

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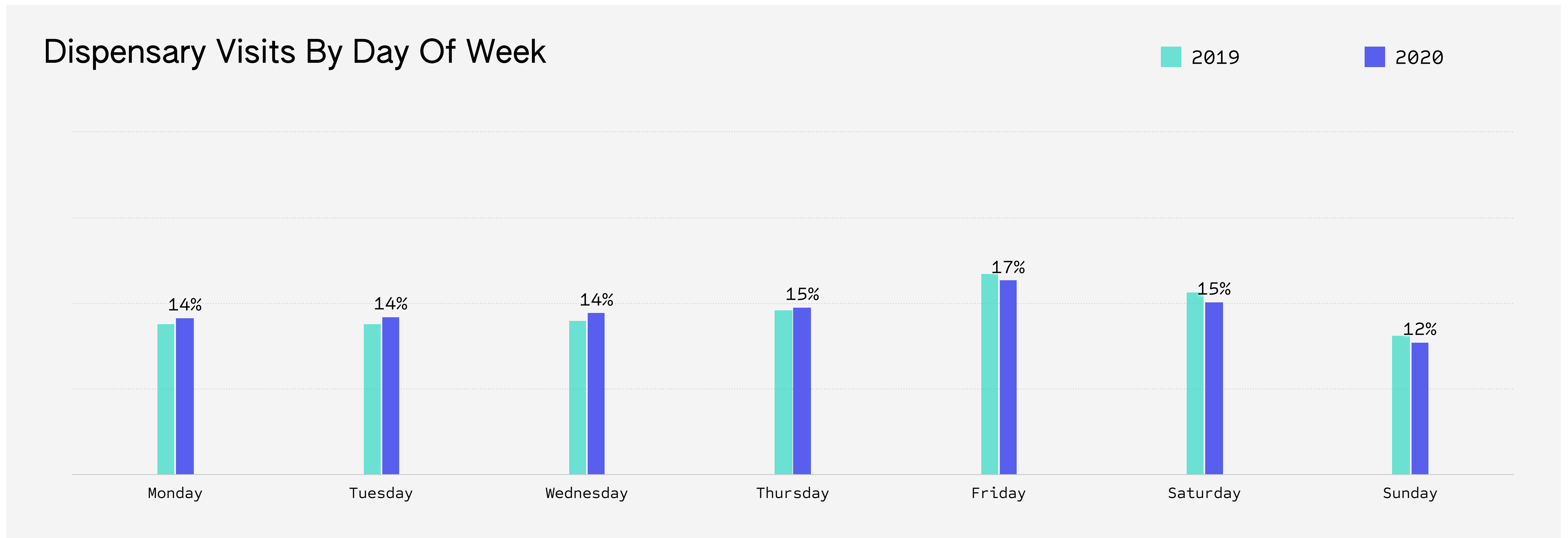
Cannabis dispensaries were **busier midday** in 2020 compared to 2019

Dispensary Visits By Hour Of Day

	2019	2020

Hour	Value
8 AM	3%
9 AM	5%
10 AM	7%
11 AM	8%
12 PM	9%
1 PM	9%
2 PM	9%
3 PM	9%
4 PM	9%
5 PM	8%
6 PM	7%
7 PM	5%
8 PM	4%

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Foursquare data from 2019 & 2020
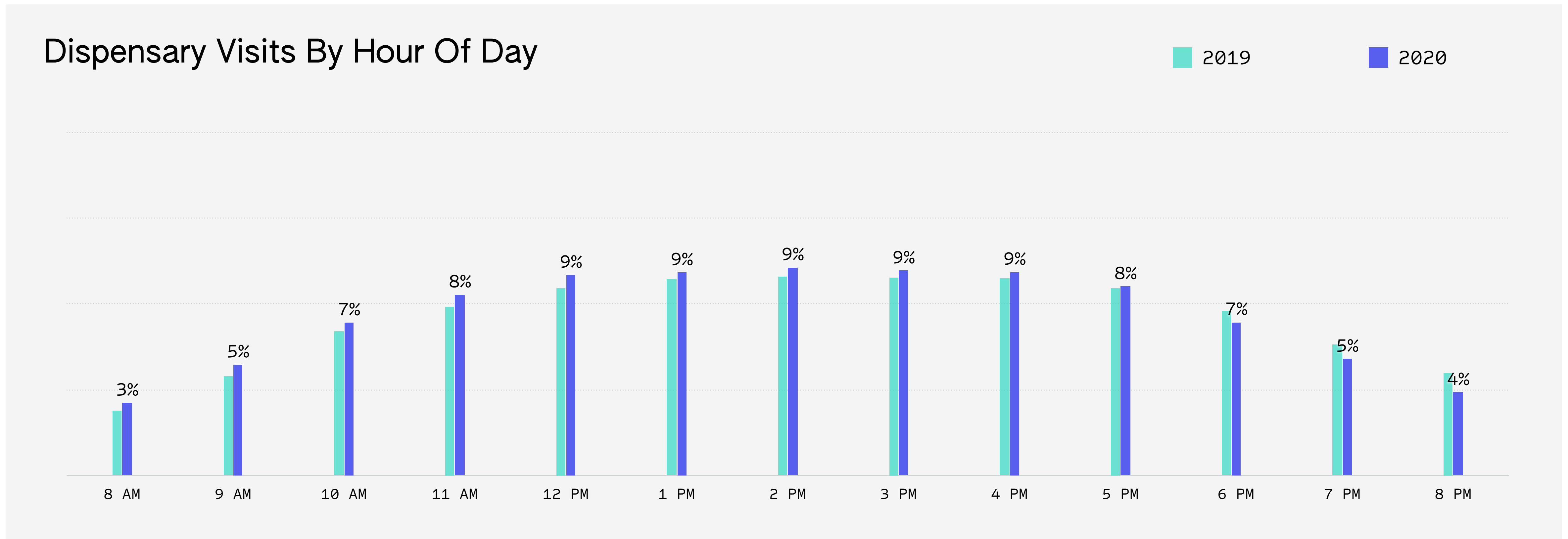
Dispensaries were placing orders earlier in the week throughout the pandemic

% of Total Product Sales By Day Of Week

■ Pre-Lockdown   ■ New Normal

LeafLink saw an increase of +1-2 % points in sales **earlier in the week** (Monday - Thursday), and a slight decrease (-1-3 % points) in sales **Friday - Sunday** after COVID-19 hit

Day	Pre-Lockdown	New Normal
Sunday	4.1%	2.9%
Monday	22.6%	23.1%
Tuesday	18.3%	19.3%
Wednesday	17.1%	20.8%
Thursday	15.6%	16.4%
Friday	17.3%	13.7%
Saturday	5.0%	3.8%

35.0% — 26.2% — 17.5% — 8.8% — 0.0%

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Chart illustrates category preferences based on % of total product sales by day of week. Pre-Lockdown period is defined as prior to the week of March 9. New Normal period is defined as week of April 27 - week of December 31 2020.

The path to a **cannabis dispensary** in 2020

Opportunity: Target consumers along their journey to and from a cannabis dispensary to intercept them in moments of consideration.
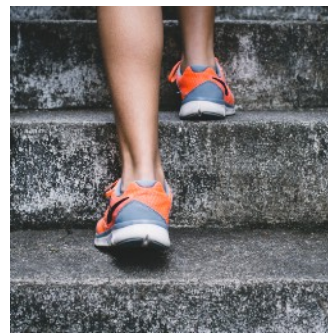
Outdoor & Fitness Enthusiasts
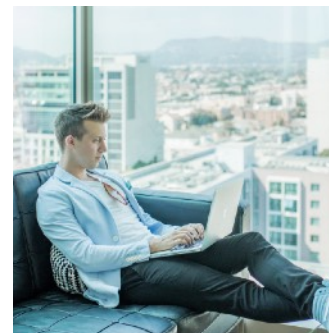
Students & Young Professionals

Young Suburban Parents

Nightlife & Entertainment Enthusiasts

Places Visited Before

- Climbing Gyms
- Nursery Schools
- Tech Startups
- Casinos
- Breweries
- Rental Car Locations
- Nightclubs

Cannabis Dispensary

Places Visited After

- Dive Bars
- Pilates Studios
- Trails
- Real Estate Offices
- Surf Spots
- Cocktail Bars
- Music Venues

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Foursquare data from 2020; Index indicates % more likely than the average U.S. consumer

Top **feeder markets** for cannabis dispensaries in 2020 vs. 2019

Denver, **Seattle** and **Los Angeles** were consistently ranked as the top 3 home markets of cannabis dispensary visitors in 2019 and 2020.

San Francisco fell considerably within the list of top home markets of dispensary visitors in 2020 (ranked #14) vs. 2019 (ranked #6), likely a result of COVID-19 restrictions enforced in the San Francisco Bay Area.

2019	2020
DENVER, CO	DENVER, CO
SEATTLE, WA	SEATTLE, WA
LOS ANGELES, CA	LOS ANGELES, CA
PORTLAND, OR	CHICAGO, IL
LAS VEGAS, NV	PORTLAND, OR
SAN FRANCISCO, CA	LAS VEGAS, NV
PHOENIX, AZ	BOSTON, MA
BOSTON, MA	PHOENIX, AZ
CHICAGO, IL	DETROIT, MI
SAN DIEGO, CA	TULSA, OK
SACRAMENTO, CA	SACRAMENTO, CA
DETROIT, MI	COLORADO SPRINGS, CO
COLORADO SPRINGS, CO	SAN DIEGO, CA
	SAN FRANCISCO, CA

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Who was visiting cannabis dispensaries during the pandemic?

Identify & reach **post-pandemic cannabis dispensaries visitors**

Compared to the average American, consumers who visited a cannabis dispensary in 2020 are **more** likely to be...

Health & Wellness Enthusiasts

They prioritize health & wellness, frequenting:

Vegetarian restaurants **+72%**
Tea rooms **+93%**
Acupuncturists **+64%**
Juice bars **+36%**
Organic groceries **+29%**
Massage studios **+29%**
Health food stores **+22%**

Outdoor & Fitness Enthusiasts

They enjoy getting active, especially outdoors, and more likely to visit:

State parks **+102%**
Climbing Gyms **+93%**
National parks **+74%**
Cycle studios **+69%**
Pilates studios **+62%**
Mountains **+57%**
Yoga studios **+42%**
Trails **+42%**
Beaches **+32%**

Nightlife & Entertainment Enthusiasts

They're more likely to socialize at:

Casinos **+88%**
Cocktail bars **+41%**
Breweries **+33%**
Wine shops **+33%**
Art museums **+31%**
Nightclubs **+27%**
Karaoke bars **+26%**
Tiki bars **+26%**
Wine bars **+20%**
Comedy clubs **+18%**

Foodies

They have an affinity for ethnic cuisines, and enjoy dining at:

Poke places **+91%**
Ramen restaurants **+83%**
Thai restaurants **+62%**
Bubble tea shops **+59%**
Food trucks **+46%**
Sushi restaurants **+34%**
Cheese shops **+22%**

On The Go & Frequent Travelers

They're on the go, and likely to stop by:

EV charging stations **+71%**
Skate parks **+48%**
Airport lounges **+43%**
Board shops **+42%**
Hotel bars **+40%**
Airports **+33%**
Rental car locations **+32%**
Hotels **+25%**
Vacation rentals **+18%**
Bike rentals / shares **+25%**

2020 cannabis dispensary visitors are **not**...

Compared to the average American, consumers who visited a cannabis dispensary in 2020 are **less** likely to be...

Crafters & DIYers

They're less likely to visit:

Fabric shops **-26%**
Arts & crafts stores **-15%**
Hobby shops **-13%**
Photography studios **-13%**
Hardware stores **-10%**
Construction & landscaping **-9%**

Value Seekers & Bargain Hunters

They're less likely to shop for essentials at:

Discount stores **-36%**
Outlet stores **-20%**
Flea markets **-12%**
Outlet malls **-6%**
Buffets **-4%**

College Students

They're less likely to spend their days at:

College bookstores **-32%**
College residence halls **-28%**
College cafeterias **-33%**
Student centers **-25%**
College stadiums **-25%**
College academic buildings **-21%**
Universities **-20%**
College libraries **-20%**
Medical schools **-20%**
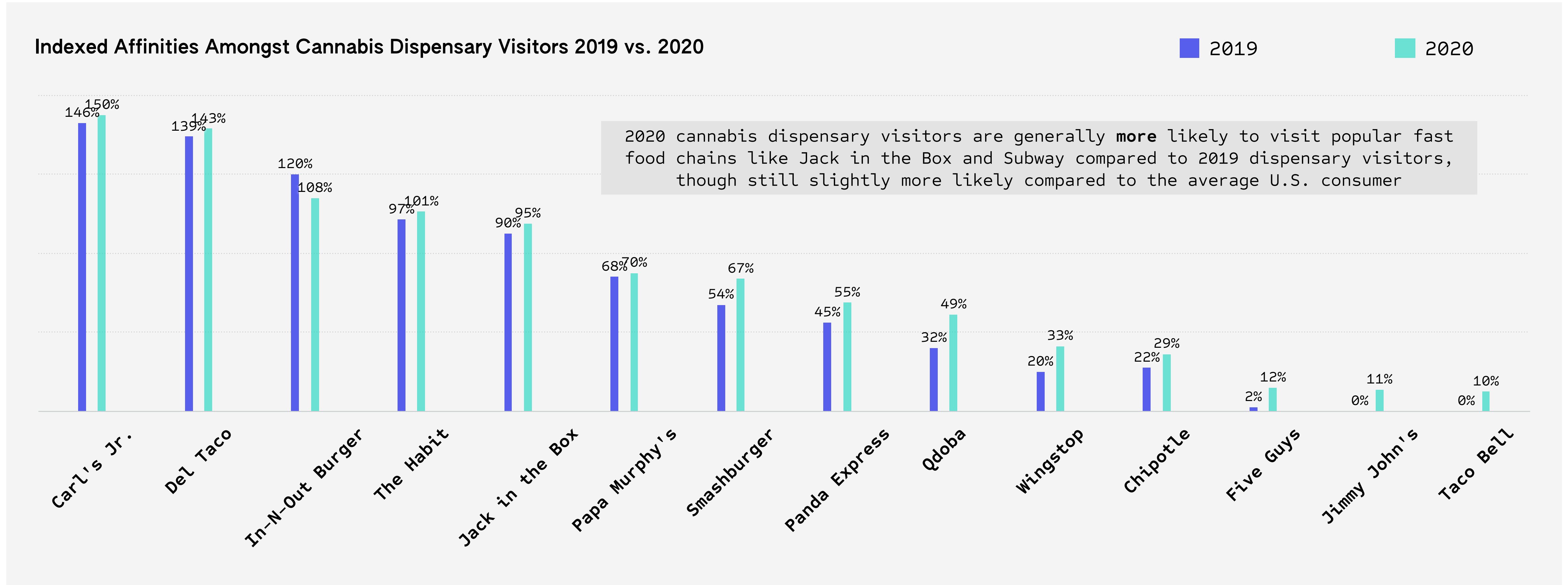Sorority houses **-14%**

Parents with Young Kids At Home

They're less likely to visit:

High schools **-30%**
Private schools **-23%**
Schools **-16%**
Kids stores **-16%**
Middle schools **-16%**
Big box stores **-16%**
Baby stores **-13%**

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They're generally less likely to dine out at some **casual dining chains** compared to 2019 visitors

Indexed Affinities Amongst Cannabis Dispensary Visitors 2019 vs. 2020

■ 2019   ■ 2020

2020 cannabis dispensary visitors are generally **less** likely to visit popular casual dining chains compared to 2019 dispensary visitors, though still slightly more likely compared to the average U.S. consumer

Chain	2019	2020
Rubio's	127%	104%
Black Bear Diner	105%	88%
Yard House	90%	65%
California Pizza Kitchen	57%	53%
BJ's Restaurant & Brewhouse	38%	39%
Red Robin	31%	38%
The Cheesecake Factory	31%	30%
Denny's	20%	27%
P.F. Chang's	22%	18%

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Foursquare data from 2019 & 2020; Index indicates % more/less likely to visit compared to the average U.S. consumer

They're generally more likely to dine out at some **fast food chains** compared to 2019 visitors

Indexed Affinities Amongst Cannabis Dispensary Visitors 2019 vs. 2020

■ 2019   ■ 2020

2020 cannabis dispensary visitors are generally **more** likely to visit popular fast food chains like Jack in the Box and Subway compared to 2019 dispensary visitors, though still slightly more likely compared to the average U.S. consumer

Chain	2019	2020
Carl's Jr.	146%	150%
Del Taco	139%	143%
In-N-Out Burger	120%	108%
The Habit	97%	101%
Jack in the Box	90%	95%
Papa Murphy's	68%	70%
Smashburger	54%	67%
Panda Express	45%	55%
Qdoba	32%	49%
Wingstop	20%	33%
Chipotle	22%	29%
Five Guys	2%	12%
Jimmy John's	0%	11%
Taco Bell	0%	10%

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Foursquare data from 2019 & 2020; Index indicates % more/ less likely to visit compared to the average U.S. consumer

Key learnings & takeaways

Here's what we learned

In terms of overall sales, the COVID-19 pandemic was an accelerator (not a setback) for the cannabis industry.

Dispensaries saw sustained growth throughout the year, which spurred an increase in ordering.

New markets including the Midwest and South, and rural areas, drove cannabis industry growth throughout 2020.

Dispensaries saw an initial dip after shutdown orders went into place, followed by a boost from being declared "essential" businesses in late spring.

Millennials and Gen X consumers are the most avid cannabis consumers.

Dispensaries saw the smallest decline in foot traffic amongst this audience during the shutdown, and the quickest recovery amongst this audience compared to other demographics.

Cannabis consumers are into health & wellness.

They over-index on outdoor activities and are highly social. All of these activities will likely see a boom in uptake by cannabis consumers post-pandemic.

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Key takeaways

1   **Consumers Are Still Consuming**
Location data shows that people are eager to re-engage in the physical world, even as habits are shifting

2   **Localization Is More Important Than Ever**
With behaviors varying by region, state, and DMA, strategies tailored by geography are critical to success

3   **Aligning With Consumers' Mindset is Key**
Delivering the right message in the right moment ensures relevance in today's rapidly changing landscape

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Plan, reach & measure with **Foursquare**

PLAN

The Recovery Index
With this dynamic tool, you'll be the first to know when foot traffic starts to pick back up, with state-by-state metrics

COVID-19 Insights Series
Keep track of the latest foot traffic trends by category, region, population density, age, gender & more in our weekly reports

Custom Insights
Uncover how your foot traffic compares to key competitors, or unlock custom analyses specific to your business

REACH

Segment Based On Pre-Pandemic Behavior
Identify people who visited your locations or competitors' before COVID-19, capturing pent-up demand.

Reach Customers Where They Are
Use proximity targeting to deliver messaging in real-time, whether they're at home or out in the physical world rebuilding muscle memory of consumption.

Align With The Right Moments
Identify those who are out & about, delivering messaging when they're most likely to visit.

MEASURE

Quantify Ads' Impact On Store Visits
Focus on conversation rate and cost per store visit rather than lift, since every customer post-pandemic is a new customer .

Derive Rich Consumer Insights
Understand who is visiting locations since The Great Reset, building new customer profiles based on other places they go.

Improve ROAs
Analyze and optimize campaign performance with actionable reporting.

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Personalize, predict & analyze with **Foursquare**

PERSONALIZE

Personalize app experience and enrich in products
Display photos, tips and places around your users or push notifications based on offline activity. Enrich your data with historical location attributes.

PREDICT

Predict and optimize
Predict customer demand and optimize supply decisions based on foot traffic patterns.

Identify store locations to determine the largest opportunity.
Determine variables that impact your trade areas such as distance/drive times from customers to store locations.

ANALYZE

Use POI data to its full potential.
Display on maps, complete master data location records or generate commercial or B2B lead generation lists

Understand your customers path to purchase journey
That includes online and offline behavior.

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Grow your business with **LeafLink**'s data products and advertising solutions

MarketScape

Comparative performance analysis
See where how products rank against state market competitors in terms of wholesale price and retailer orders.

In-depth market trends
Track which products and subcategories are gaining or losing popularity in your state.

Single-source, real-time data
Access up-to-date pricing data from a single source with filters for time period, product category, product subcategory, medical and adult-use.

Marketing Services

Targeted advertising
Drive orders and build brand awareness by reaching retailers at the point of purchase with premium placements.

Amplified audience
Leverage our growing network of retailers and promote your brand to hundreds of qualified leads at a time.

Performance tracking
Monitor order values generated from clicks on your placements through our reporting tools.

myBI

Optimize team performance
Use data to improve your sales efforts and guide team meetings toward success.

Dig deeper into customer trends
Analyze order history to gain a better understanding of customer behavior and build more proactive sales practices.

Enhance reporting with customizable visualizations
Monitor KPIs such as order volume, average order size, weekly ordering patterns, and more.

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Thank You

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Are you a licensed cannabis brand?
Learn more about myBI and MarketScape here and Marketing Services here.

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