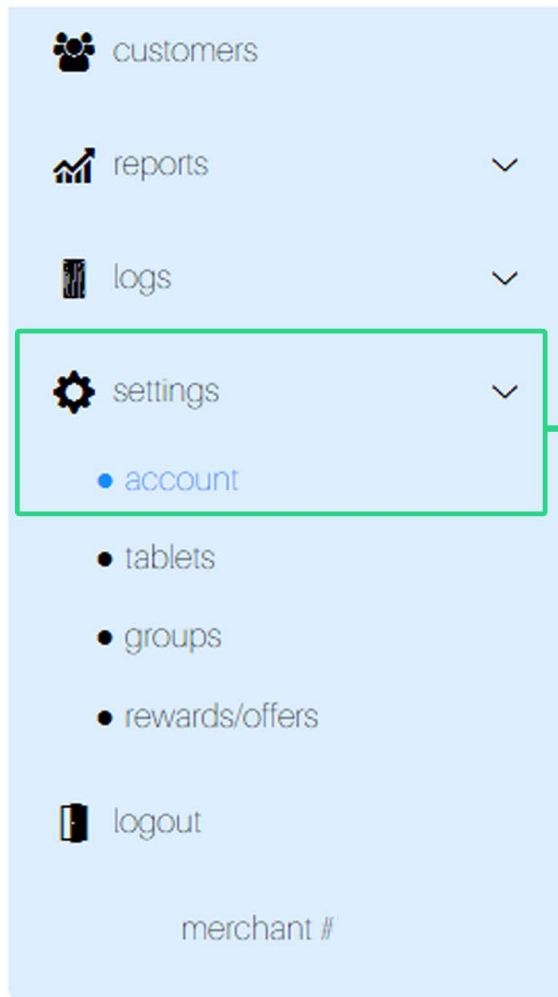


brands
by springbig
a step-by-step guide

brands by springbig: getting started

with the new brands by springbig feature, retailers have the opportunity to drastically cut the cost of their text marketing, while also getting a big boost in promotional materials, through sponsored ads from cannabis brands



dispensaries have the option to customize their settings in the brands by springbig platform and give brands insight into their marketing preferences

to get started, go to the **'account'** tab under the **'settings'** drop down menu from the springbig dashboard

profile

basic settings

brands settings

program settings

file exchange

next, click on the option **'brands settings'** under the **'profile'** section in your account

brands by springbig: getting started ^{part 2}

p2

by customizing your brands settings in the brands by springbig platform, you can improve the impact of your sponsored messaging, while also boosting your own retail brand recognition. here you can:

brands settings

brand image preferences - shown to brands

(please describe the elements of a brand images you would like, as well as the brand images elements you would not like).

Im doing deals on flower all week. Send pictures of flower product with a dark background

retailer logo - attached to top of selected brand image

+ upload your logo

Current Logo



remove logo

disclaimer - attached to bottom of selected brand image

Warning: This product has intoxicating effects and may be habit forming. Smoking is hazardous to your health. This product may be unlawful outside of Washington state. Caution: When eaten or swallowed, the intoxicating effects of this drug may be delayed by two or more hours.

save

1. add sponsored image **tips and preferences** for an advertiser to see when they create their advertisement

example: let advertisers know the types of product images you are looking for when you're running a sale, or what colors you prefer to use in your advertising

2. upload **your dispensary logo**, which will be automatically attached to any sponsored images

3. include a disclaimer that will appear on the bottom of all sponsored images to **help you remain compliant**

brands by springbig: getting sponsored content

p3

when an advertiser invites your dispensary to participate in a sponsored campaign, a notification will appear next to the **"new campaign"** button in your springbig dashboard

The image shows two screenshots of the Springbig dashboard for a user named Mike's Medicinal. The first screenshot is the 'welcome to springbig!' page, which includes a sidebar with navigation links (home, campaigns, autoconnects, check-in, customers, reports, logs, settings, logout) and a main content area with a 'welcome to springbig!' message and a 'complete these steps to get started' section. Below this, there are statistics for 'last 7 days' (total visits: 4, redemptions: 0, spend total: \$500, avg ticket: \$125, new members: 5, textable members: 100%) and two trend graphs: 'texts sent trend' and 'points issued trend'. A 'new campaign' button is highlighted with a green box, and a 'sponsored campaigns available' notification is shown next to it. The second screenshot is the 'campaigns' page, which shows a table of campaigns with columns for message, date sent, sms sent, clicks, visits, visitor spend, extension, and actions. A 'new campaign' button is also highlighted with a green box, and a 'sponsored campaigns available' notification is shown next to it. A green line connects the two notifications, indicating that the notification appears in both sections.

welcome to springbig!

complete these steps to get started

- upload customer list
- create first autoconnect
- first customer check-in
- send first campaign

Mike's Medicinal
last 7 days

total visits	redemptions	spend total	avg ticket	new members	textable members
4	0	\$500	\$125	5	100%

texts sent trend

points issued trend

new autoconnect

new campaign

sponsored campaigns available

campaigns

sent scheduled

updates every 15 minutes

message	date sent	sms sent	clicks	visits	visitor spend	extension	actions
hello	1/22/20	5	--	0(0.0%)	\$0	--	--
Come in today for this...	1/22/20	4	--	0(0.0%)	\$0	--	--
Hello	1/20/20	4	--	0(0.0%)	\$0	--	--
Testing send date	1/20/20	1	0(0.0%)	0(0.0%)	\$0	digital voucher	0(0.0%)
Revenue Generated test	1/20/20	4	--	0(0.0%)	\$0	--	--
Testing insomnia purch...	1/20/20	4	--	0(0.0%)	\$0	--	--
Sponsored images test...	1/20/20	2	--	0(0.0%)	\$0	--	--

important note: this notification will only appear if the sponsored ad is available to send to **100 or more recipients**

brands by springbig: sponsored ads menu

as part of this feature, springbig has updated the campaigns page with a new ads menu showing all of the sponsored advertisements from brands in your inventory that are currently available for your dispensary

springbig

Mike's Medicinal

home

campaigns

autoconnects

check-in

customers

reports

logs

settings

logout

merchant #

new campaign

+ recipients
(5)

textemail

- text content

track offer

target wallet

any link

select an icon above to add a link for a digital coupon, target a specific part of the wallet or link to any website

characters: 26, credits: 1

Reply STOP OFZW to cancel

message send time

nowlater

add one of these images from your brands as mms and send your campaign with free credits

ALIEN ALCHEMIST

BUDS-N-BROS
TOP SHELF PRE-ROLLS

CANNACAST

brands by springbig: important rules for ads

there will be some important rules you should always keep in mind when working on a sponsored ad campaign

new campaign

+ recipients (0)

text email

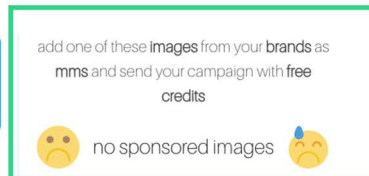
- text content

track offer target wallet any link

select an icon above to add a link for a digital coupon, target a specific part of the wallet or link to any website

characters: 26, credits: 1

Reply STOP VEHV to cancel



if there are no ads available for your dispensary, you will see a message in this area indicating **"no sponsored images"**

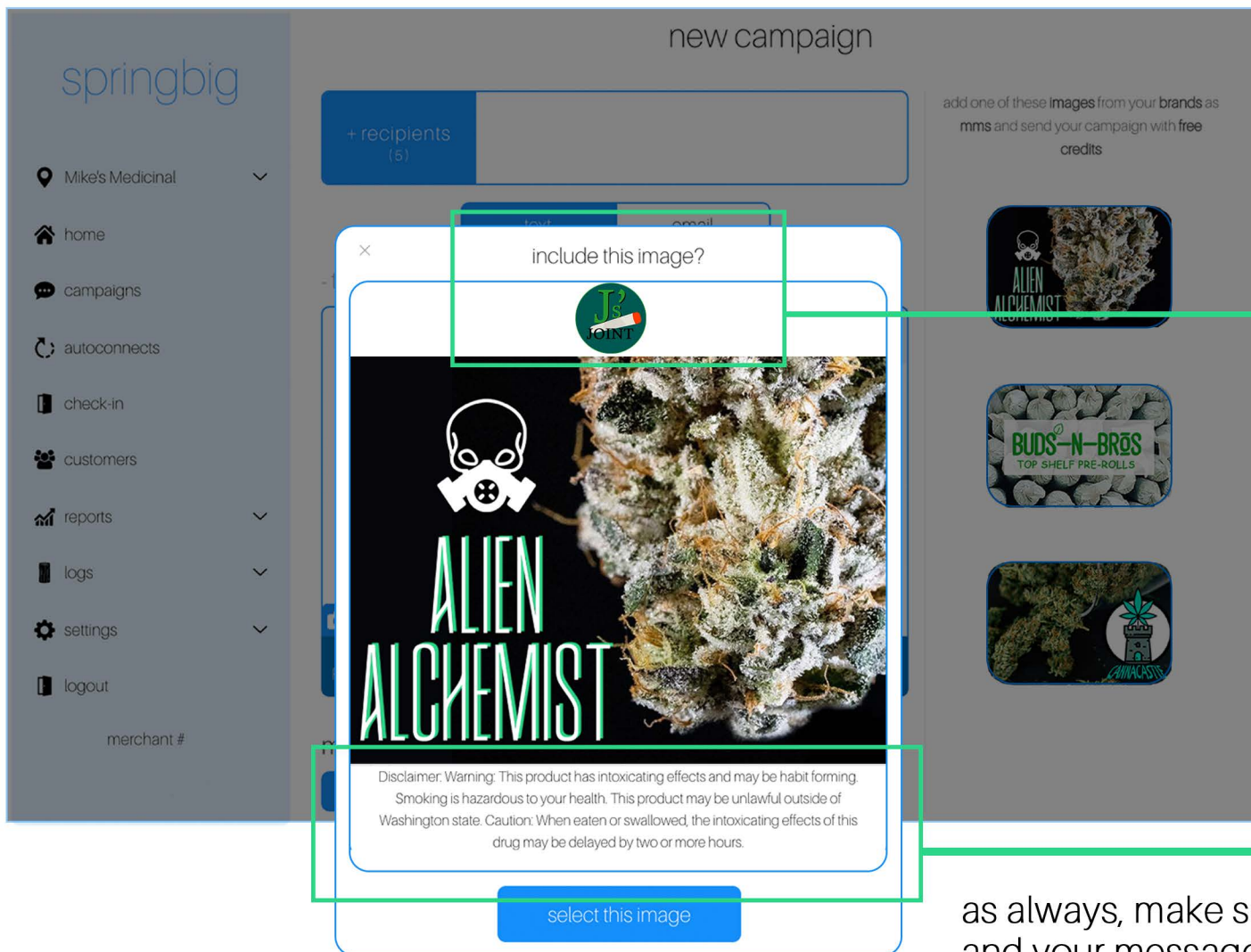
but don't worry, there will be more where they came from!

other important rules include:

- once the sponsored image is attached, you are **limited to a 2 credit message**
- once you've attached an ad you **cannot add another MMS image**
- sponsored campaigns **cannot be scheduled for a later time**
- sponsored campaigns **cannot be sent as an email**

brands by springbig: making your mark

now that you've decided which sponsored ad you would like to include in your text campaign, **you deserve a little credit!** the brands by springbig platform is also designed to automatically include all of your brand details from your custom settings



once you have chosen an image to include in your text, springbig will then automatically attach your logo (which you uploaded in brands settings) to the top of the sponsored image

if you have included a disclaimer in your brands settings, that message will also be automatically added to the campaign image

as always, make sure to review the image and your message before sending a campaign

brands by springbig: improve your impact

with sponsored images from the brands by springbig platform, cannabis retailers gain the ability to improve the impact of their messages, while **cutting the cost** of their marketing

when planning a promotion, you can consider which cannabis brands from your inventory are currently sponsoring ads, then leverage those images and campaigns to market for your dispensary

example: want to run a special on flower? choose a flower brand from your inventory that is sponsoring an ad so that when you send a text, your campaign:

- includes an image, which **improves engagement** with your campaign
- drastically reduces (**or even eliminates**) the cost to you!

don't forget, your dispensary logo and disclaimer will automatically be included in the MMS

