

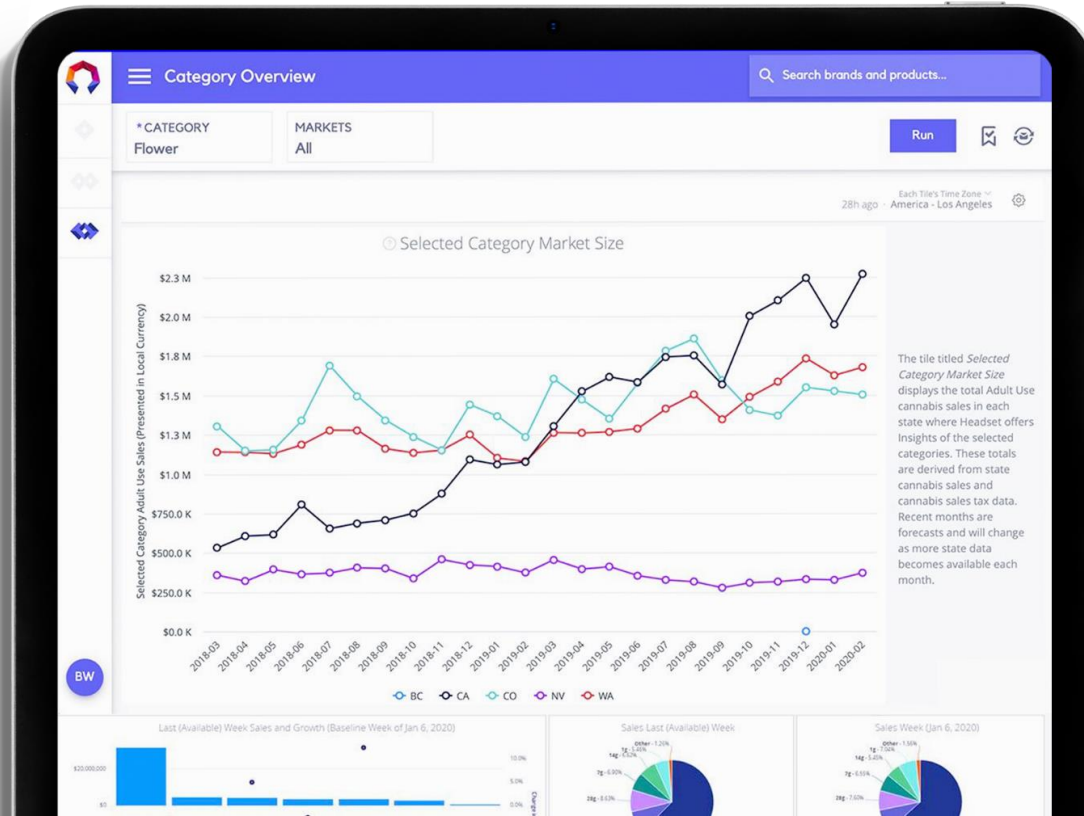
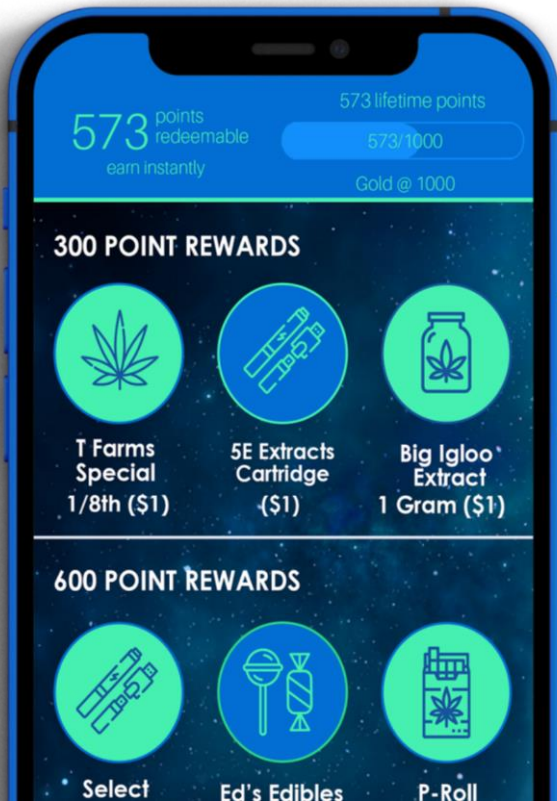
springbig



HEADSET®

how data is changing the cannabis industry

through the new actionable analytics integration



drive traffic

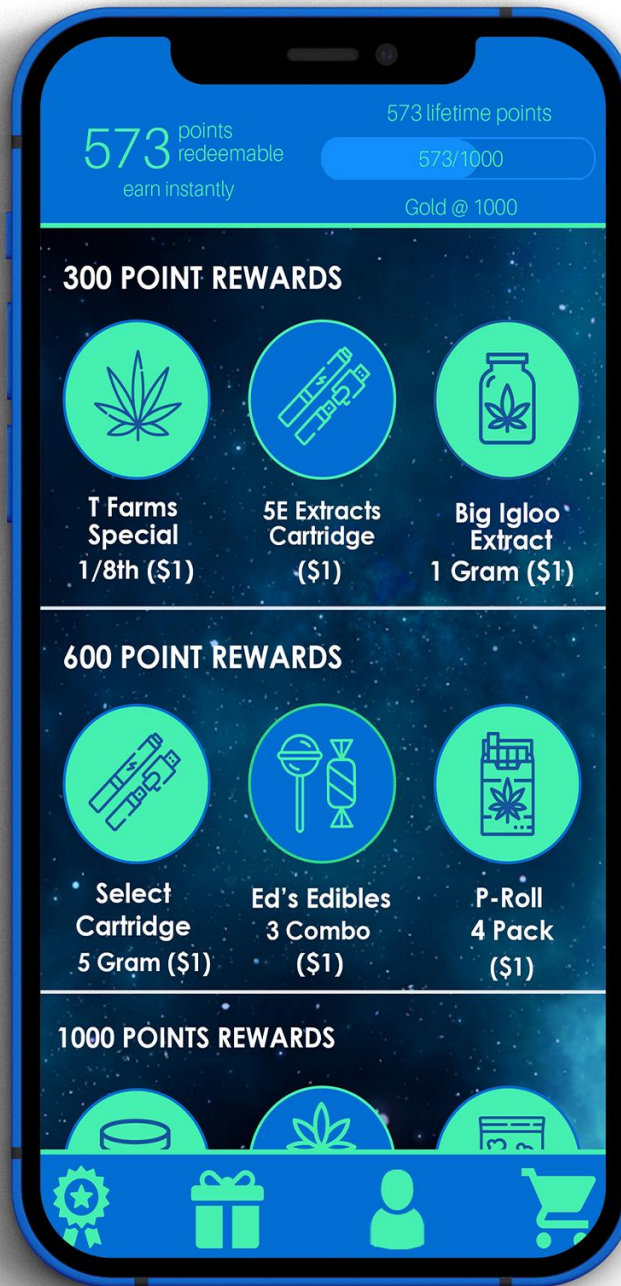
leverage our robust text marketing engine to connect with **your most valuable customers**, using innovative segmentation options to connect with the right audience at the right time to **drive traffic to your store**

increase spend

you get to create your **customizable multi-tiered loyalty program** that rewards customers for spending, and leverage your text marketing to send customers **personalized offers** based on their preferences and habits

stay connected

use our **innovative automations** to keep in contact with your members at crucial points in their customer life cycle, sending personalized texts and rewarding them for **referring their friends, fam, and followers**



before the sale

-  mobile loyalty wallet
-  text messaging & email engine
-  brand sponsored campaigns
-  segmented & targeted marketing

during the sale

-  POS & e-commerce integrations
-  omni-channel loyalty program
-  customizable loyalty points
-  personalized rewards & offers

after the sale

-  real-time analytics dashboards
-  built-in reputation management
-  custom **autoconnect™** automation
-  **budz** customer referral solution

data analytics



data lake resources



email engines



applications



POS partners



e-commerce partners



signage



Retailer Premium: Solutions



Executive

- Track performance with easy-to-use, intuitive dashboards
- Identify core revenue drivers across all of your stores
- Understand which brands and partners drive the most revenue to your store

Modules:

- Inventory
- Store Compare



Inventory

- Determine the right product assortment for your customers
- Avoid stock-outs and streamline reordering
- Identify your top performing products and vendors

Modules:

- Inventory
- Demand Planning
- Store Compare



Marketing

- Strategic integrations to identify and target key customer segments
- Inform & measure the impact of campaigns and promotions
- Plan ahead for seasonality & consumer demand

Modules:

- Marketing
- Demand Planning
- Store Compare



Operations

- Track sales & maintain visibility across multiple locations
- Incentivize staff & drill into individual performance
- Optimize store schedules based off transactions

Modules:

- Employee management
- Demand Planning
- Store Compare

Find the right data solution for your business today.

Schedule a demo by emailing us at info@headset.io or go to headset.io/retailer to learn more.



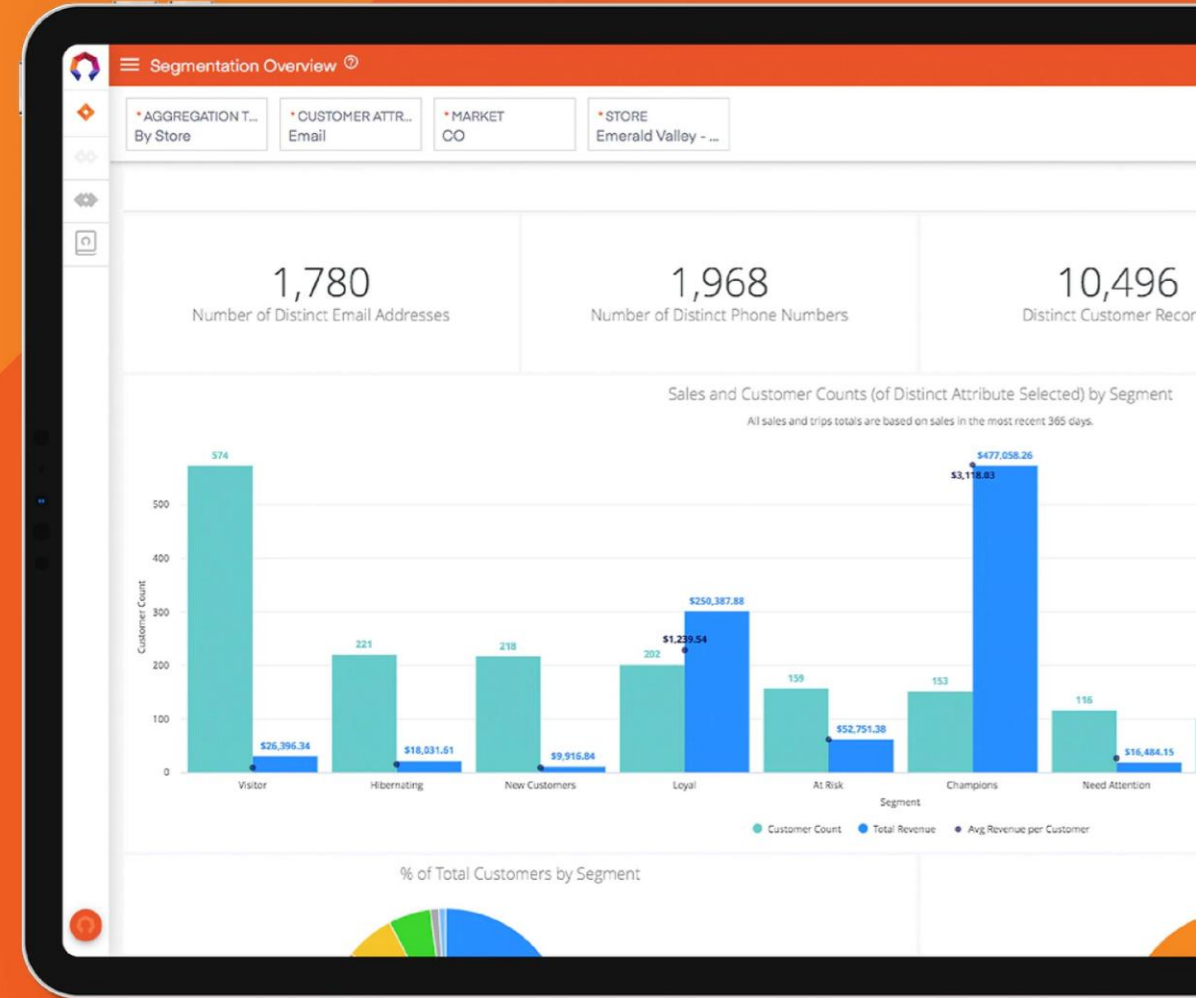
Retailer Premium: Marketing Module

Simplify your marketing strategy & target key customer segments to drive maximum revenue.

Questions you can answer

- Which customers should you target with your upcoming promotion or campaign?
- What type of customer drives the majority of your store's revenue?
- Which products should you promote to increase your average basket size?

Features available: Springbig Integration, dashboards for basket analysis, customer analysis & customer segmentation (RFM)



RFM Segmentation

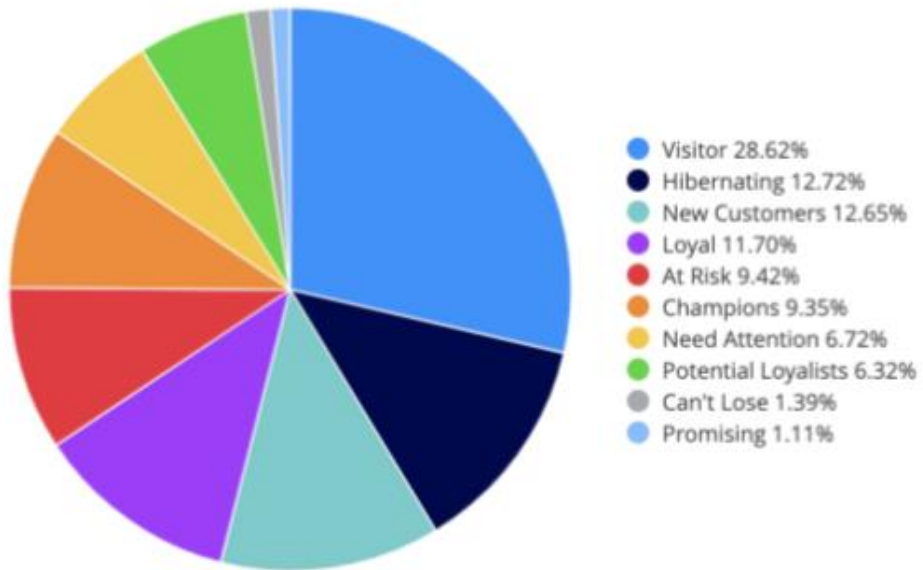
Recency, frequency, and monetary value (RFM)

	Recency		
Frequency + Monetary Value	High	Medium	Low
Very High	Champions	Loyal	Can't Lose
High			At Risk
Medium	Potential Loyalists	Needs Attention	Hibernating
Low			
Very Low	Promising		

Segment size vs. Segment Spend

Comparing the percent of total customers per segment vs. the percent of total revenue generated

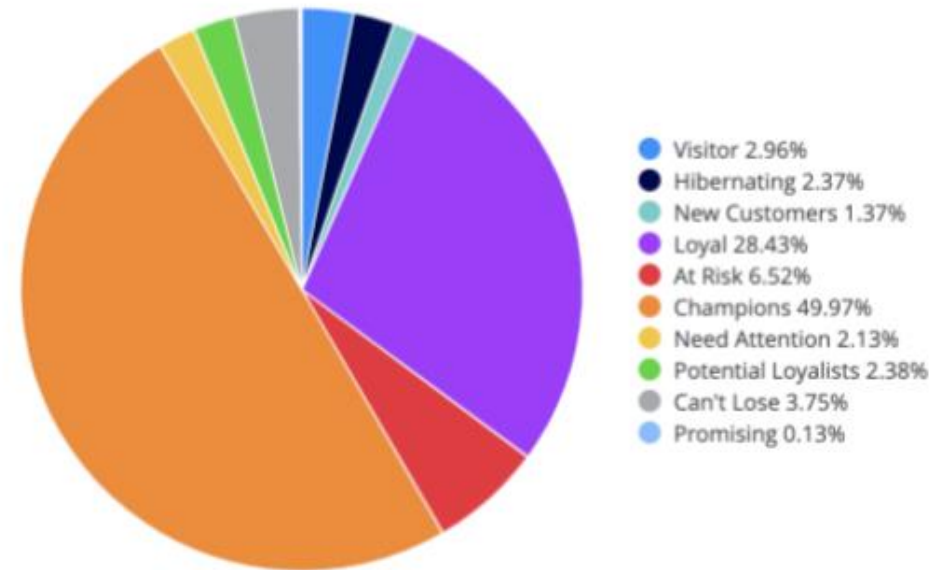
% of Total Customers by Segment



Segments are fairly evenly divided by counts

The only one significantly bigger is visitors.

% of Total Revenue by Segment

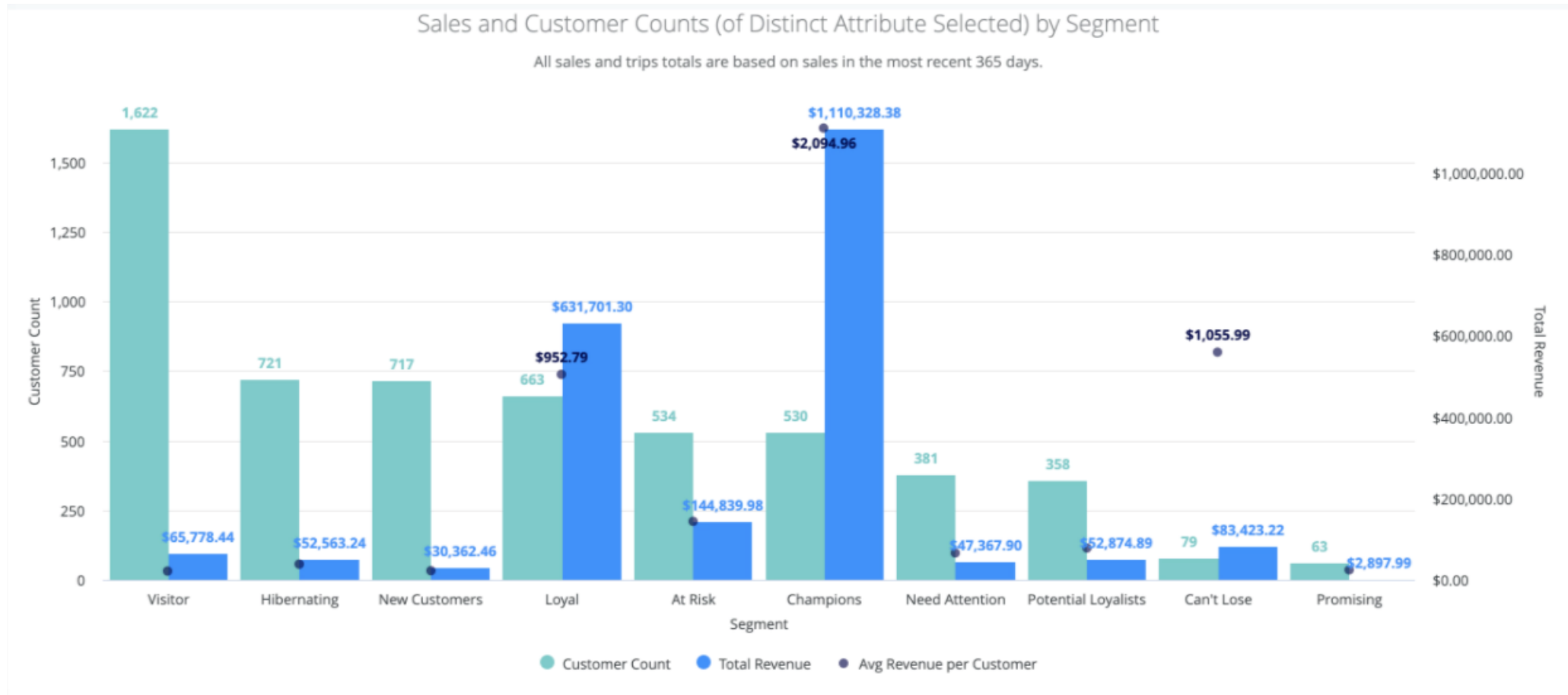


Champions dominate our revenue

Our success as a retailer is due to a loyal group of high spend champions

Average spend for champions looks GREAT

Could we convert some loyalists over to that segments?



enhanced segmentation

- recipients
(4407)

headset segments  >

carrier >

brands >

categories >

interests >

locations >

discounts >

spending total >

days since last visit >

visiting total >

average spend >

point balance >

join date >

birthday >

next visit time >

order type >

area code >

zip code >

gender >

med/ rec >

primary location >

misc >

email

ever message you want! add text, creative images,
and we will generate a stashboard for your members

 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

e

embers as a text, and we will include a secure link to

ve



- recipients
(4407)

[< back](#) headset segments  >

search

☐ champions
710 texts, 420 emails

☐ loyal
614 texts, 500 emails

☐ potential loyalists
740 texts, 561 emails

☐ new customers
255 texts, 88 emails

☐ visitor
45 texts, 31 emails

☐ can't lose
710 texts, 420 emails

☐ at risk
10 texts, 4 emails

☐ hibernating
20 texts, 70 emails

☐ need attention
7 texts, 4 emails

☐ promising
710 texts, 420 emails

 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

select a notification message

choose a message to send your members as a text, and we will include a secure link to
the stashboard you've created above

select a message

real-time campaign data

campaign #420420

- logs
- settings
- logout
- merchant #
- admin dashboard
- brands

campaign results

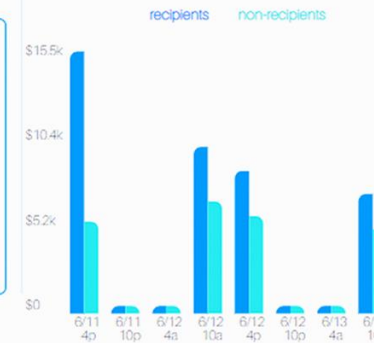
updates every 15 minutes, last updated 3:30pm

sms sent	clicks	visits	visitor spend	extension	actions
4205	841 (20%)	841 (20%)	\$41,335	any link	0(0.0%)
any link https://springbig.com/blog/					

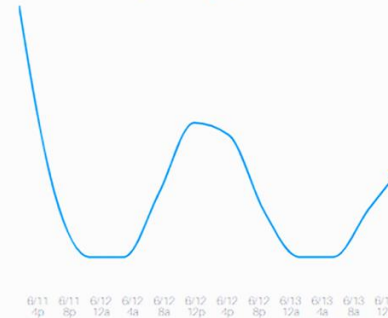
most purchased category by: spend

flower-1-8-oz-3- 5g	\$16.3k (30%)	
cart	\$11.8k (22%)	
flower-1-4-oz-/g	\$6.2k (12%)	
flavored-chewables	\$3.8k (7%)	
pre-rolls-non- infused	\$3.4k (6%)	

recipients vs non recipients by: spend



all customers spending by time



opt out report



enabling connection

sending method

determine which method(s) to use when sending your text marketing messages

text messages only ▼

integrations:



Headset Connected

update