

Marquee Ads

Own the spotlight with the boldest, most prominent retailer ads on Leafly

2.5X

Retailer ads on the Leafly Homepage generate on average 2.5x more dispensary page visits than any other homepage ads on Leafly

Marquee ads place your business front and center on three of Leafly's most popular pages - the **Leafly Homepage**, the **Leafly Deals page** and the **Leafly Strains List page**. Geo-targeted to attract shoppers near you, Marquee ads are formatted to maximize conversions. Add custom elements to make yours stand out from the crowd!

What makes Marquee ads valuable?



Be seen first by every shopper

Own the can't-miss first impression for every visit to our Homepage and Strains List page



More visits to your dispensary page

Own the only ad placement on the Strains List page to increase your menu page visits



Gain a competitive edge

Lock your competition out and gain top-of-mind awareness and shopping consideration first

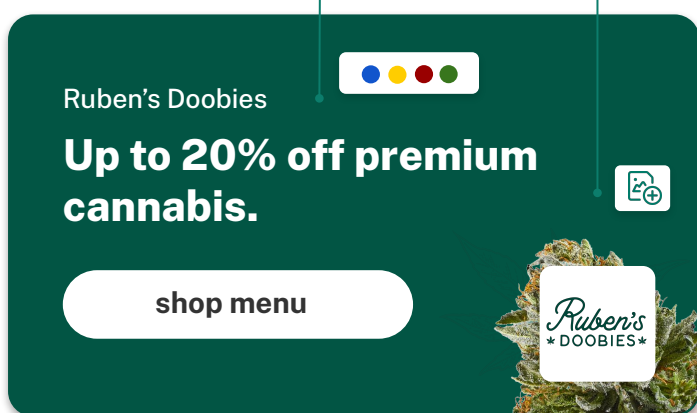
Customize your ads to fit your brand

Marquee ads are uploaded with your own custom background or by using a template with customizable elements. You can build your ads in the Leafly Biz asset creation tool.

If you choose to use the template, it features your business name and a 'shop menu' button by default. Then it's up to you to add your brand elements. **Pick your background color, add custom header copy and an image or logo.**

Add your own custom background or choose your background color using the template

Add a custom image



Where do Marquee ads appear?

You can purchase a Marquee ad to display at the top of the Leafly Homepage, the Deals page, the Strains List page or all three for maximum visibility. Your Strain List and Deals Marquee ad will always appear first in a carousel with two native Leafly ads. The Homepage Marquee ad has two available slots in the carousel with one native Leafly ad to purchase together for increased exposure or at 50% SOV.

1

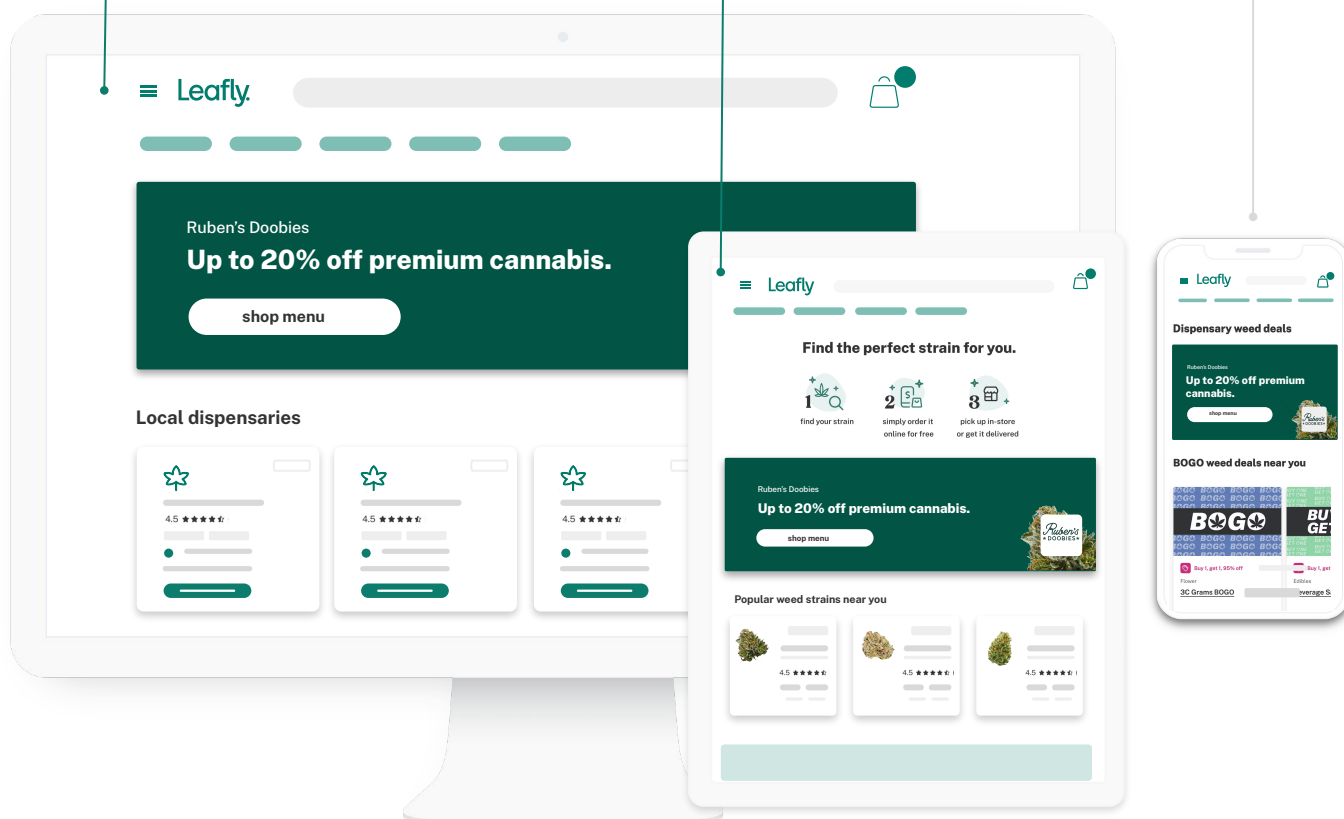
Homepage Marquee
leafly.com
Leafly app home screen

2

Strains List Marquee
leafly.com/strains/lists
Leafly app strain screen

3

Deals Marquee
leafly.com/deals



Reach out to get started

get a Marquee ad

Leafly.

Strain Page Feature

The **ONLY** featured retailer on the world's most famous strain pages

2X

The first retailer shown on Leafly strain pages generates on average 2x more dispensary page visits than any other retailer

Leafly's world-renowned strain pages generate more traffic than any other page on Leafly. For the first time ever, you can get an exclusive, eye-catching spot on this popular real-estate. As a stand alone placement and the only ad displayed on strain pages, a Strain Page Feature is sure to drive results.

What makes our new Strain Page Feature valuable?



Get seen first by every shopper

You are the first retailer shoppers see when they visit Leafly's world-famous strain pages



Increase dispensary page visits

We match your business with active shoppers researching strains you have in-stock



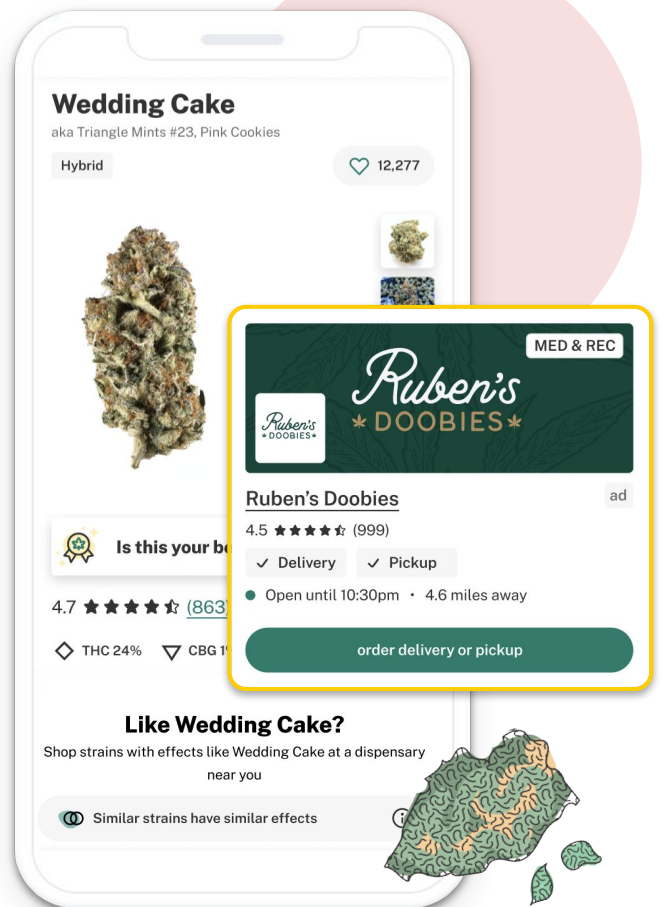
Gain a competitive edge

As the sole featured retailer on our strain pages, you can align your business with highly sought after strains on Leafly

Strain Page Feature highlights

A Strain Page Feature is an exclusive retailer card prominently located near the top of strain pages on the web.

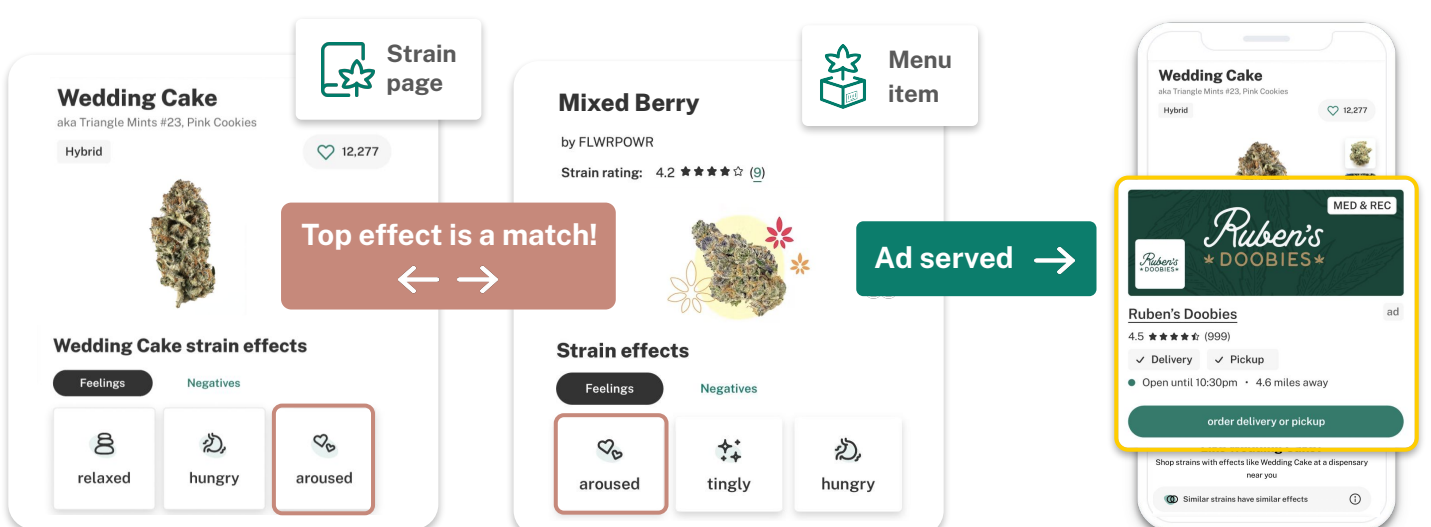
- Geo-targeted to shoppers in your local area.
- Available to pickup/delivery enabled retailers only.
- **Appears on strain pages where you have at least one in-stock menu item that matches the strain or a menu item with a similar top effect.** (See more info below)
- Includes call-to-action directing shoppers to your menu pre-filtered to show products that match the top three strain effects.



Which strain page will my ad appear on?

As home to the world's largest strain library, Leafly lists strains that are – and are not – easily findable for purchase in legal markets. In order to maximize traffic conversions across all strain pages, we help shoppers looking at unavailable strains find similar options nearby.

Your Strain Page Feature ad will display on strain pages where you have an exact match in-stock or a similar strain in stock. “Similar” strains are defined as those that share one of a strain's top three effects.



Reach out to get started

get a Strain Page Feature



Platinum Placement

Leafly's number one revenue driver for retailers

Ruben's
* DOOBIES *

Platinum Placement is our most valuable and sought after feature. Retailers with a Platinum Placement have 1.7 times (170%) more traffic than retailers without Platinum. But the 5 dedicated spots in each zone are hard to come by, especially in mature markets. If you're offered a Platinum spot, make sure to grab it before it's gone!

Highlighted map marker on map view

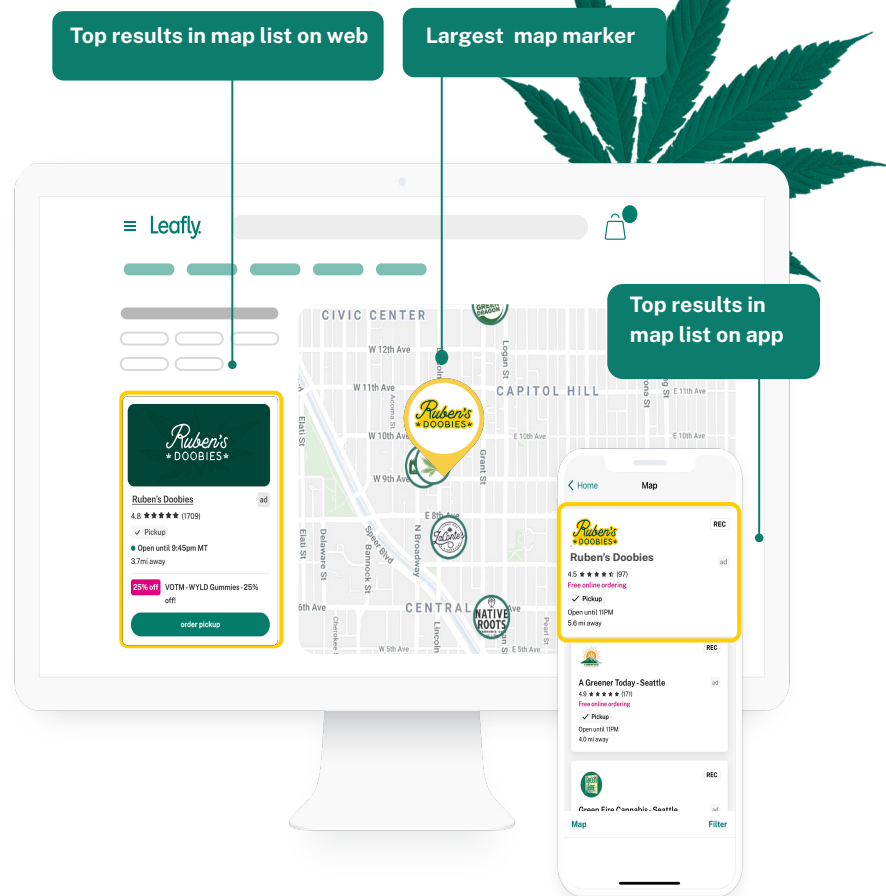
The Platinum Placement marker, highlighted in yellow, is our largest marker and will cover up any competitors in close proximity to you

Homepage dispensaries carousel

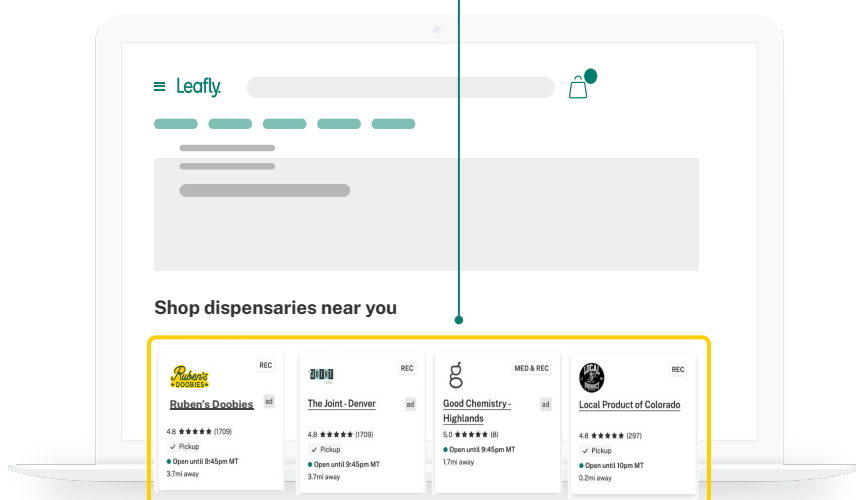
Your store will appear in your dedicated Platinum Placement position on the Leafly homepage 'Shop Dispensaries Near you' carousel.

Dominant placement on map view list

Users of our map view have high intent to purchase. That means a top spot on the list view will get you noticed as soon as people start looking for a store near them.



Platinum Placements on the homepage



Retailers see an average of 2X as many sessions and orders as their competitors and a 17% increase in conversion rate with just one Platinum Placement*

Top Tip

Activate Platinum Placement in zones beyond your neighborhood to attract more customers from farther afield.

What makes Platinum Placement special?



Guaranteed Ranking

Unlike other boosts, you will not share positions with other retailers. When you buy the #1 spot, your position is fixed.



Exposure everywhere

Platinum Placement is the only boost that translates across both our website and app experience.



Map view placement

Out of all the sections on Leafly's website, our dispensary finder drives the most traffic to menus

*Comparison of retailer performance over 2021

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Delivery Platinum Placement

Become a household name with Delivery Platinum Placements on Leafly!

8-10X

The conversion rate is 8-10X higher on our delivery shopping experience than non-delivery shopping on Leafly.com

Delivery Platinum Placement enables retailers to specifically target customers looking for delivery on Leafly. Our highly-relevant ad placements follow the shopper through their Leafly journey to provide unmatched visibility for your listing. If gaining more delivery customers is a priority for your business, this new ad option is a must-have.

What makes Delivery Platinum Placement valuable?



First to be seen

Your business is the top result when local Leafly shoppers look for products you have in stock for delivery



More orders placed

Increase conversions with shoppable ads that promote your most popular products available for delivery



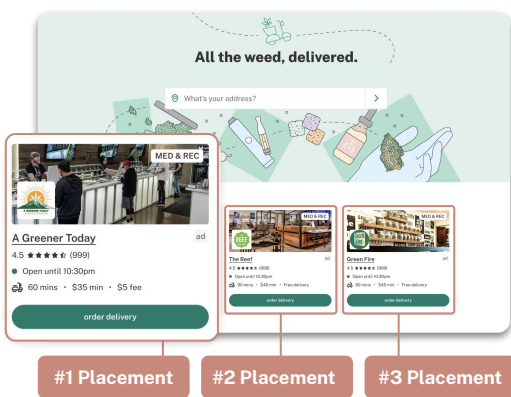
Gain competitive edge

Exclusive insights help you understand what delivery customers in your area are shopping for

Where will your ads appear on the shopping journey?

ON THE WEB

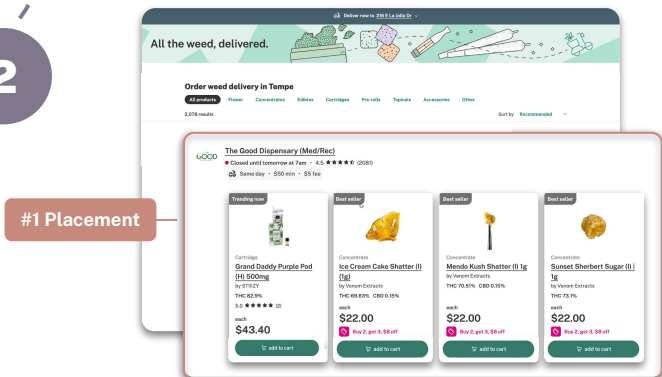
1



Front and center on our delivery homepage

When shoppers land on leafly.com/delivery, a card for your listing will display in one of three featured business spots.

2

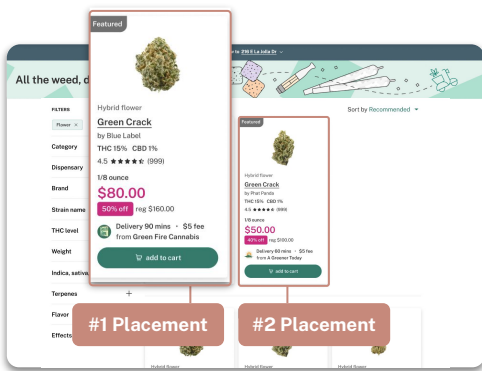


Delivery Platinum gives you guaranteed ranking. When you buy the #1 spot, your position is fixed.

Full row takeover on the listing results page

After shoppers enter their delivery address, a carousel of items from your business displays at the top of the page. Choose from rows 1-3 and showcase your bestsellers.

3



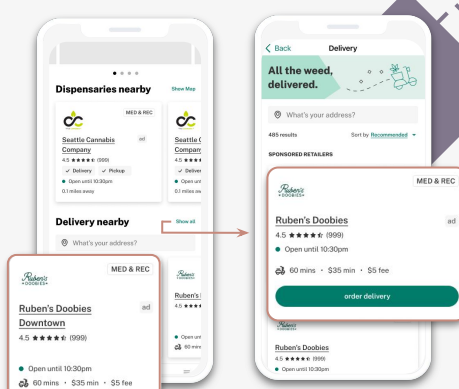
The top products on the filtered products page

When a customer filters by product type, your matching items appear first as featured offers.

ON THE APP

Valuable Leafly iOS & Android app home screen placement

When users first open the Leafly app, your business is displayed in a carousel labeled 'Delivery nearby' on the app home screen and also at the top of the Delivery listings results page.



App homepage

Delivery results page

Reach out to get started

get Delivery Platinum

Leafly.

Homepage Feature

Place your business front and center on Leafly's most visited page

Grab attention at the start of the customer journey with our popular Homepage Feature. Visitors to our homepage know exactly what they're looking for, and for those looking to make a purchase, a featured placement will drive them directly to your Leafly menu.

How does it work?

The Homepage Feature is a card within a carousel on the Leafly homepage. A share of voice for a maximum of ten retailers is offered per sales zone. Tile positions are ordered randomly upon page load, ensuring equal exposure for every retailer.

Desktop

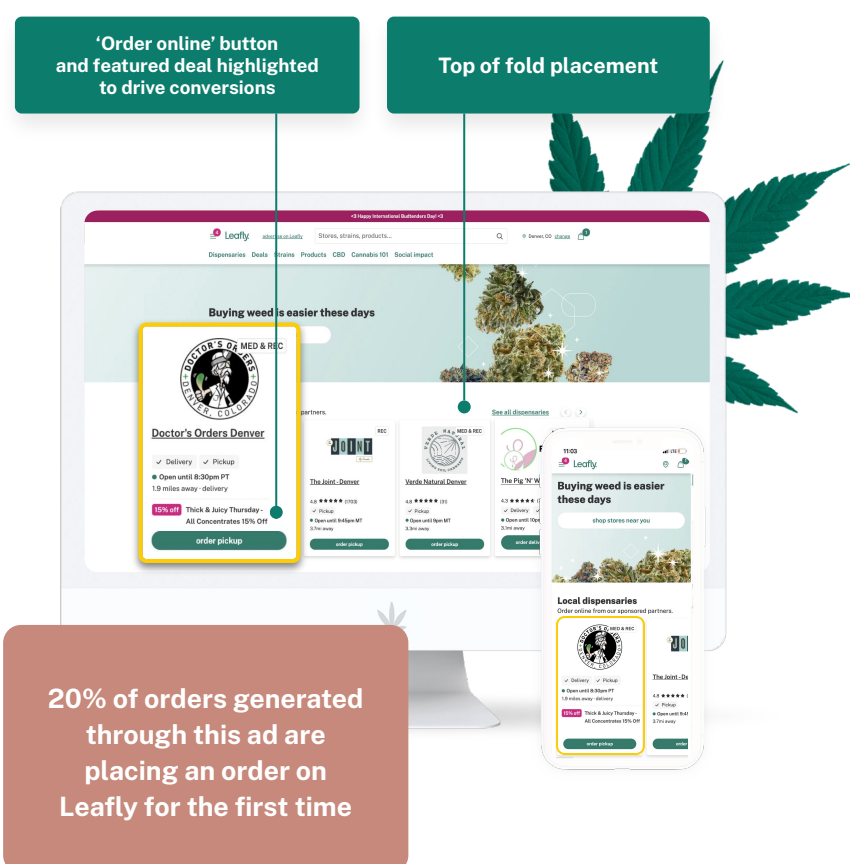
Four retailers are featured at a time when a user visits the homepage.

Mobile web (non-app)

All ten retailers are featured in a carousel with two tiles visible before scrolling

Leafly App

The Homepage Feature is not available on the Leafly app. Want amplification on our app as well? Check out our Platinum Placement, Mobile Feature Mobile Banner.



Top Benefits of the Homepage Feature



Prominent placement

Enjoy pride of place on the homepage in a native-looking ad at top of the fold



Users on a mission

Gain easy access to some of Leafly's **highest ordering intent** consumers.



Repeated Exposure

Benefit from consistent, repeated impressions as visitors navigate to the map

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Map Spotlight

Dominate the map experience with your own digital billboard

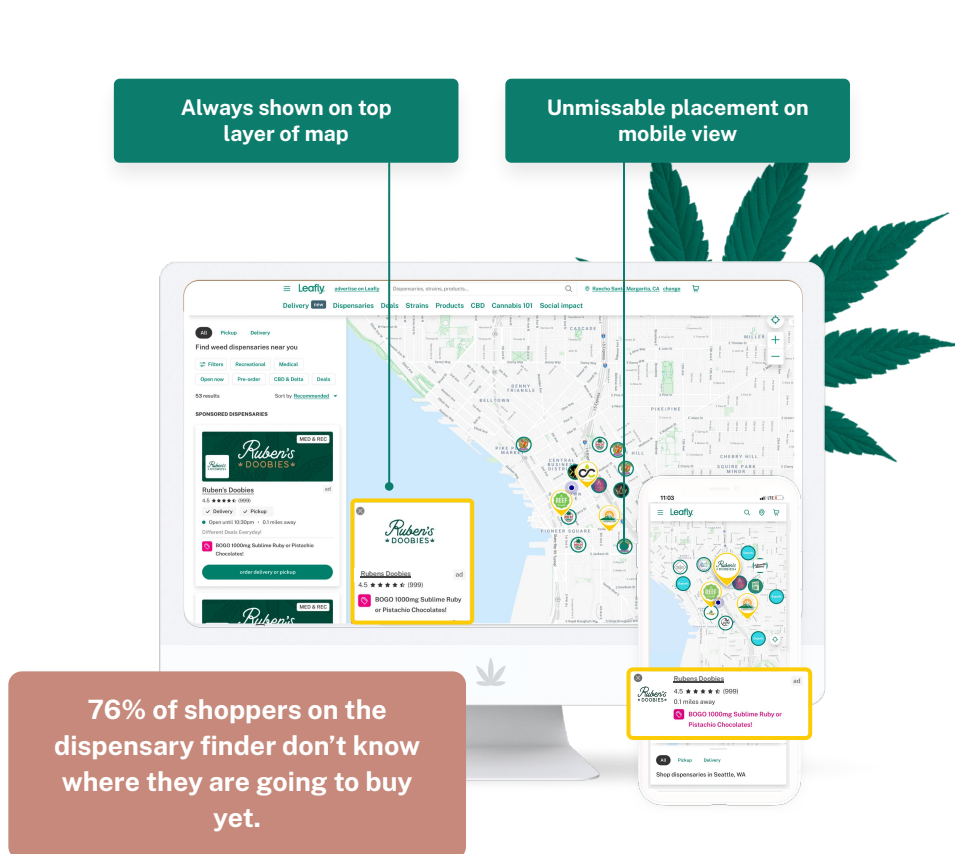
Make your store a magnet for shoppers searching for dispensaries nearby. With our Map Spotlight, you can draw attention to your business at exactly the right moment. Available on web desktop and web mobile (non-app), this powerful branding tool will funnel highly qualified traffic to your menu and boost your conversion rate.

How does it work?

The Map Spotlight is an ad on the dispensary finder that shows your name, logo and review score. A share of voice for a maximum of 10 retailers is offered per sales zone.

Unlike the Homepage Feature, the Map Spotlight is not inside a carousel. Only one spotlight will show per page load, giving you exclusive exposure to every shopper looking at the map to find cannabis near them.

Please note, the Map Spotlight only appears on the Leafly website. For a similar ad on the app, check out our Mobile Banner.



Top Benefits of the Map Spotlight



Top of map placement

Get prominent, geo-targeted ad placement above the fold on our mobile view.



High ordering intent users

Map view users are among the most likely to make a purchase on Leafly



Cover up the competition

Overlay neighboring retailers with your Map Spotlight - especially on mobile

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Mobile Feature

Feature your business on the front page of the Leafly app

Target Leafly app users at the start of their sessions with our eye-catching Mobile Feature. This app-only boost reaches our most engaged audience - those who have chosen to make ordering on Leafly just a click away. Don't miss out on your chance to get seen by Leafly's biggest power users!

How does it work?

The Mobile Feature is a card within a carousel near the top of the homepage on the Leafly app. A share of voice for a maximum of ten retailers is offered per sales zone. Tile positions are ordered randomly upon page load, ensuring equal exposure for every retailer.

Information that we know shoppers care about are automatically pulled into the tile from your profile; like your cover photo, location, reviews, and your most recent deal.

Benefits of Leafly's Mobile Feature



Above-fold placement

Take advantage of irresistible advertising space with near the top, unavoidable exposure



Users on a mission

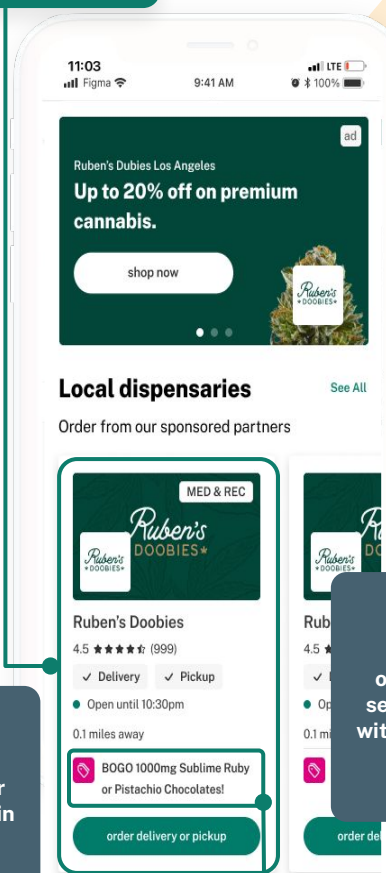
Gain easy access to some of Leafly's **highest and repeat ordering** consumers



Repeated Exposure

Benefit from consistent, repeated impressions as soon as users open the Leafly app

The Mobile Feature appears as soon as users open the app



54% of all consumer sessions result in the view of at least one retailer's menu

43% of all retailer sessions occur within the native apps

Shoppers are 2X more likely to order at a new store when a deal is offered

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get a Mobile Feature

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Mobile Banner

Showcase your specials on the Leafly app map view

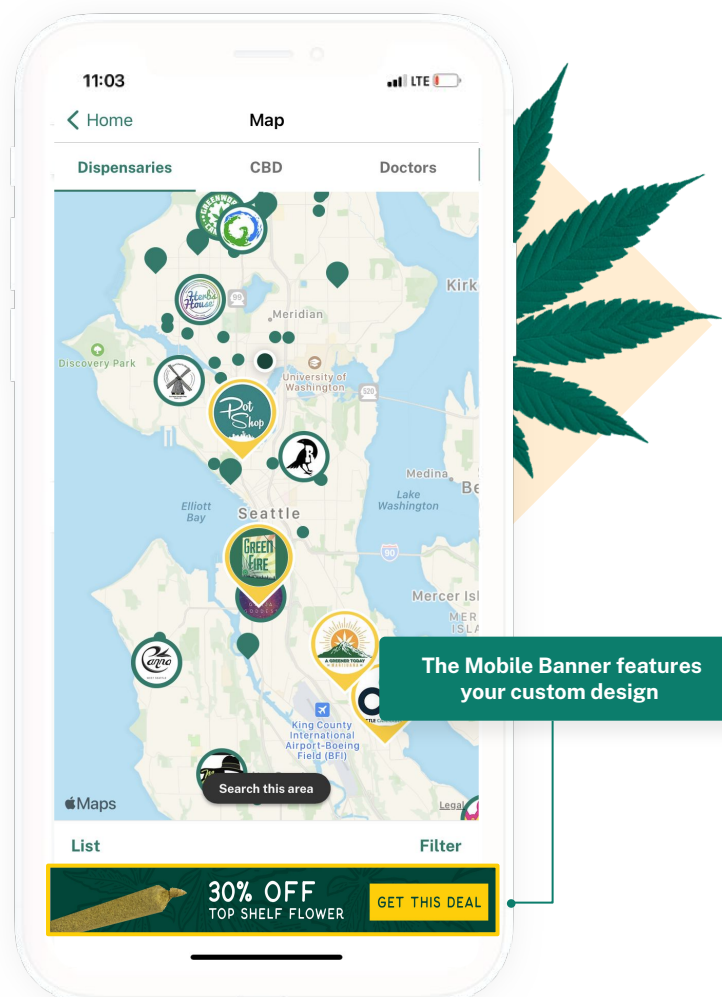
Connect with active cannabis customers looking for retailers nearby. By placing a banner ad on the dispensary finder in-app, not only are you reaching Leafly's most engaged audience, you're reaching them at the moment they plan to make a purchase. This is your chance to grab the attention of local customers scanning for shops in your area!

How does it work?

The Mobile Banner is a smaller customizable image ad placement that appears on the map view of the Leafly app. A share of voice for a maximum of 10 dispensaries is offered per sales zone.

Your feature design

- Two image sizes must be provided for devices with different screen resolution
- Small resolution for mobile phones: 320 X 50
- High resolution for tablets: 640 X 100
- Assets can be replaced any time using our [request form](#). For detailed instructions, visit our [help doc](#).



Benefits of Leafly's Mobile Banner



Customize your ad

Banner ads are feature an image you design - go ahead and stand out on the map!



Test and optimize

To maximize value from your ad, you can AB test different designs to increase your CTRs!



Repeated Exposure

Benefit from consistent, repeated impressions when users open the Leafly app

Reach out to us to get started!

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