

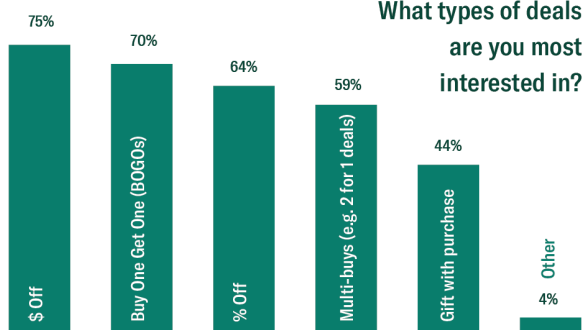
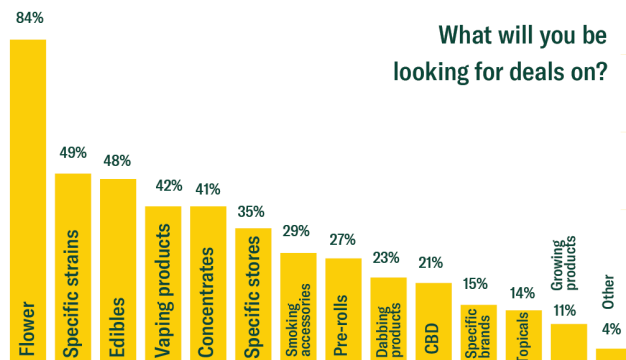
Our How-to Guide to Deals

*Based on research done across Leafly users in Medical and Recreational-use states.

Offering discounts on your products continues to be a great way to drive traffic to your store. We've done the research on our users, and are bringing you the secret sauce that makes stores successful on Leafly.com

1. Focus your deals around specific strains, or on consumption methods, like flower and edibles:

Most people are looking for deals on flower & edibles, or on specific strains they like. Deals by brand are much less sought after.



2. Not sure if you should do % or \$ off? \$ off deals often have a high perceived value.

You might already be running % off deals, but it turns out that our users see more value in \$ off deals, unless the percent is particularly high. Buy-one-get-one (BOGO) deals are also popular, but these deals aren't legal in every region, so proceed with caution.

3. Don't forget to optimize your deal!

Deals perform best on Leafly when they have a great title, and a relevant image. Lead with the offer at the front of your title, and if doing a product-specific deal, make sure the image matches the offer.



Phat Panda 20% flash flower sale - while supplies last.

Valid 4/20/20 - 5/1/20

Remember, with 76% of folks surveyed reporting that they look to Leafly for deals, you'll want to make sure that yours stand out from the crowd.

Looking for more help creating deals on Leafly.com? Reach out to your customer success manager for a walk-through!