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CO-MARKETING GUIDE

# How to win with AIQ.

A practical guide for cannabis operators — produced jointly by AIQ and Gold Standard — on getting measurably better results from the AIQ platform, whether you're already using it or just considering it.



#### BELIEF

Retention starts on day one

#### FOCUS

Managed AIQ Campaigns, Email & SMS

#### PARTNER TIER

Preferred partner

## WHO WE ARE

# Turn Your AIQ Into a Revenue Engine.

Gold Standard is an independent AIQ Preferred Partner. This guide is produced jointly to help dispensary owners get measurably better results from the AIQ platform – with Gold Standard running email, SMS, loyalty, and programmatic for you, whether you're already on AIQ or just considering it.

## PLATFORM



Data, loyalty & marketing automation built exclusively for cannabis retail. Unifies customer data across your stack, powers loyalty programs, and delivers a complete omnichannel marketing suite in one place.

[aiq.com](https://aiq.com)



## CERTIFIED AIQ PARTNER



Gold Standard turns the customer data already sitting in your AIQ account into automated revenue – welcome sequences, winback flows, and loyalty segmentation, built, sent, and attributed inside the platform you already pay for. Every result tied to a real campaign number.

[goldstandrd.com](https://goldstandrd.com)



– PROOF · MANHATTAN DISPENSARY

NYC · Gold Standard + AIQ · 90-day flight

## 229

Net-new shoppers through the door at a \$54 CPA.

## \$67K

Tracked customer lifetime value from one flight.

## 127×

AIQ email & SMS ROI on the credits spent.

"We took over a dispensary's AIQ account that was sending one blast a week to their entire list. Within 90 days, email revenue went from \$8K to \$47K per month – same list, same platform, just smarter segmentation."

GOLD STANDARD – AIQ PREFERRED PARTNER

## THE PLATFORM

# Everything you need to understand customers, reach them, and keep them coming back.

AIQ is the leading data, loyalty, and marketing automation platform built exclusively for cannabis retail. It unifies customer data across your entire tech stack, powers industry-leading loyalty programs, and delivers a complete omnichannel marketing suite – SMS, email, push, AI automations, and more – all in one place.

## – NETWORK AT A GLANCE

**85M+**

Clean customer profiles across the AIQ network.

**86+**

Platform integrations – POS, e-commerce, loyalty.

**\$66B+**

In customer revenue generated through AIQ clients.

## – WHAT IT DOES FOR OPERATORS

**56%**

of total client revenue comes from loyalty members.

**3.6×**

higher lifetime value for loyalty members vs. non-members.

**\$2.44**

in revenue generated per marketing message sent.

Built exclusively for cannabis. **Backed by outcomes.**

FOUR PILLARS · ONE PLATFORM

# Four product areas. One growth engine.

AIQ's core capabilities are designed to work together — driving growth at every stage of the customer journey, from first transaction to long-term loyalty.

## DATA OPS

01

## Clean, unified, ready to use.

- De-duplicate and enrich customer records automatically
- Unify data across POS, e-commerce, and loyalty platforms
- Custom merge logic and 86+ integration partners

**85M+** verified profiles across the network

## LOYALTY

02

## Programs cannabis customers actually use.

- Points, tiers, punch cards, and referral programs
- Compliant sign-up flows built for cannabis
- Loyalty members drive 56% of total client revenue

**3.6×** higher LTV vs. non-loyalty members

## MARKETING

03

## Omnichannel campaigns, run on autopilot.

- SMS, email, push, voice drop, and direct mail
- AI Flows — journeys triggered by real-time behavior
- AI Audience Generator — natural-language segmentation

**\$2.44** revenue per message sent

## ANALYTICS

04

## Insight without a data team.

- AI Analytics — prompt your data for instant insights
- Campaign attribution, product, and team performance
- Actionable dashboards, ready out of the box

**656M+** loyalty transactions analyzed

## WHAT GOLD STANDARD DOES

# Full-service retention marketing, running on AIQ.

Most dispensaries use a fraction of what AIQ can do. Gold Standard closes that gap – a retention-focused agency built for closed markets like NY, NJ, and PA, where paid social and search are off-limits and retention is the only reliable growth lever.

## – WHAT WE SPECIALIZE IN

**01 Email & SMS, run end-to-end**

Lifecycle flows, broadcast campaigns, and segmentation built and run inside AIQ on your behalf – not handed back as a to-do list.

**02 Loyalty built to compound**

Points, tiers, and referral programs designed so the majority of store revenue flows through members who keep coming back.

**03 Programmatic that brings net-new shoppers**

Display, CTV, Pre-Roll, and DOOH – the acquisition channels open to cannabis – feeding warm shoppers straight into the AIQ retention engine.

**04 Measured by revenue, not vanity metrics**

A single attribution framework that reports on dollars and customer lifetime value – never impressions and opens.

**A retention partner. [Not a long-term contract.](#)**

Every client is run by a dedicated team that pairs programmatic acquisition with AIQ retention to maximize customer lifetime value – and reports on dollars, not impressions. Serving NY, NJ & PA. No long-term contracts.

## HOW WE WORK TOGETHER

# What working with Gold Standard looks like.

Four steps from a free audit to a monthly revenue report. You approve the work – we run everything else inside AIQ, and you always know exactly what it returned.

01

STEP 01

## Free AIQ Audit

We open your AIQ account and show you exactly what you're leaving on the table – missing automations, unsegmented lists, revenue you're not capturing. No cost, no commitment.

02

STEP 02

## Lifecycle Build-Out

We build your full automation stack inside AIQ: welcome series, winback flows, birthday and anniversary triggers, post-purchase sequences, and VIP segmentation.

03

STEP 03

## Ongoing Campaigns

We design, write, and send every email and SMS campaign. You approve the content – we handle everything else, from segmentation to scheduling to compliance review.

04

STEP 04

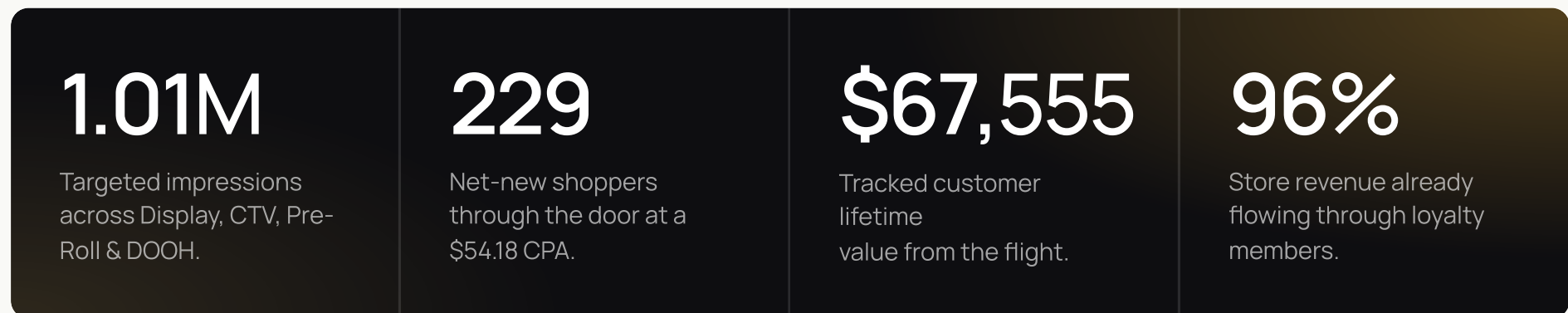
## Monthly Revenue Report

Every month you get a clear report showing exactly how much revenue your campaigns drove, which segments performed, and what we're optimizing next. Numbers you can hand to ownership.

CASE STUDY · PROGRAMMATIC + LOYALTY

# 229 net-new shoppers. \$67K in tracked LTV.

A 90-day full-funnel programmatic campaign drove 229 first-time cannabis shoppers into a Manhattan dispensary – feeding a loyalty program where 96% of store revenue already flows through members, and an AIQ email engine returning 127× on every credit spent.



### – THE CHALLENGE

A Manhattan dispensary in one of the country's most competitive markets needed to grow without leaning on Google, Meta, or foot traffic – the channels most retailers rely on are closed to licensed cannabis advertisers. Could a full-funnel programmatic blend bring genuinely new customers through the door, then hand them to the AIQ retention engine for lifetime value?

### – WHAT WE RAN

A blended programmatic flight across Display, CTV, Pre-Roll, and DOOH at the top of the funnel – every dollar designed to hand a warm shopper to a budtender, then to the loyalty program, then to an AIQ email and SMS engine that compounds for the life of the customer. Total spend: \$12,915 over 90 days.

229 shoppers × \$295 platform CLTV = \$67,555 in tracked LTV – on \$12,915 in ad spend.

# \$5.23

TRACKED LTV PER \$1 SPENT

— READY TO GET STARTED?

# Let's make AIQ actually **work** for you.

Whether you're already on AIQ and want more from it, or you're an operator in a competitive market who needs a full retention and programmatic engine — Gold Standard can run it for you. Pick a door below and let's talk.

EXPLORE THE PLATFORM

See what AIQ can do for your dispensary.

[AIQ.COM](https://aiq.com)



WORK WITH GOLD STANDARD

Retention & programmatic experts on AIQ.

[GOLDSTANDRD.COM](https://goldstandrd.com)



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PLATFORM

[aiq.com](https://aiq.com)

AIQ · Built for cannabis. Backed by outcomes. · 2026

AGENCY

[goldstandrd.com](https://goldstandrd.com)

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