



CO-MARKETING GUIDE

How to win with AIQ.

A practical guide for cannabis operators – produced jointly by AIQ and Cannabis Creative Group – on getting measurably better results from the AIQ platform, whether you’re already on it or just considering it.



BELIEF

We are better together.

FOCUS

Managed AIQ campaigns, web design, SEO

PARTNER TIER

Preferred partner

WHO WE ARE

An award-winning cannabis agency, powered by the AIQ platform.

Cannabis Creative Group is an AIQ Certified Preferred Partner. This guide is produced jointly to help dispensary owners get measurably better results from the AIQ platform – with CCG's expertise running it 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



An award-winning, full-service marketing agency working exclusively in cannabis – from branding, web, and SEO to email, SMS, social, and paid. CCG runs AIQ as the CRM and marketing engine behind its dispensary clients, end to end.

[CANNABISCREATIVE.COM](https://cannabiscreative.com)



PROOF · RELEAF CANNABIS

South Jersey · CCG + AIQ · 2024-25

\$778K

Strict CRM revenue driven through AIQ.

\$2.5M

Broad attributed revenue since engagement.

\$92K

Record single-month email revenue (Jul '25).

"It feels less like working with an outside agency and more like having an extension of our own team."

RELEAF CANNABIS – AIQ CUSTOMER, CCG CLIENT

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 CANNABIS CREATIVE DOES

Full-service cannabis marketing, running on AIQ.

Most dispensaries use a fraction of what AIQ can do. CCG closes that gap — an award-winning agency that works exclusively in cannabis and operates inside the industry's regulatory reality, designing strategies that are as compliant as they are creative.

WHAT WE SPECIALIZE IN

01 Brand to paid, under one roof

Branding, web design, SEO, email, SMS, social, photography, and digital advertising — all built for cannabis compliance.

02 AIQ-powered CRM, managed end-to-end

Segmentation, automated lifecycle flows, and loyalty campaigns built and run inside AIQ on your behalf.

03 Omnichannel with creative + data in sync

Every touchpoint — from paid ads to win-back SMS — connected through one strategy and a single attribution framework.

04 Proven results for dispensaries

A documented track record driving measurable CRM revenue for independent and multi-location dispensaries through AIQ.

**A dedicated crew. [Not a ticket queue.](#)**

Every client is paired with a full team — an Executive Champion, Account Manager, Strategist, and project implementers — who stay in the work from strategy through execution. Dual HQ in Boston & Chicago.

THE PROCESS

Built around outcomes, not deliverables.

Five stages that take a dispensary from audit to ongoing optimization — designed so your team gets smarter about AIQ over time, not more dependent on us.

01

STAGE 01

Audit & Discovery

A full audit of your current AIQ setup — what's running, what's not, and where revenue is being left on the table. No assumptions, just diagnostic.

02

STAGE 02

Strategy & Roadmap

A prioritized plan built around your goals — loyalty optimization, SMS and email programs, segmentation, automations, and the path to first wins.

03

STAGE 03

Implementation & Activation

Setup, configuration, and go-live handled by our team — so your operators aren't left to figure it out alone in the middle of a busy season.

04

STAGE 04

Ongoing Optimization

Monthly performance reviews, campaign iterations, and proactive recommendations. We stay with you — results compound when someone is watching them.

05

STAGE 05

Education & Enablement

Webinars, guides, and training sessions so your team gets smarter about AIQ over time — building internal capability, not vendor dependency.

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 weighing the platform for the first time, Cannabis Creative Group 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 CANNABIS CREATIVE

Award-winning AIQ experts, hands-on.

[CANNABISCREATIVE.COM](https://cannabiscreative.com)

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CONSULTINGcannabiscreative.com

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