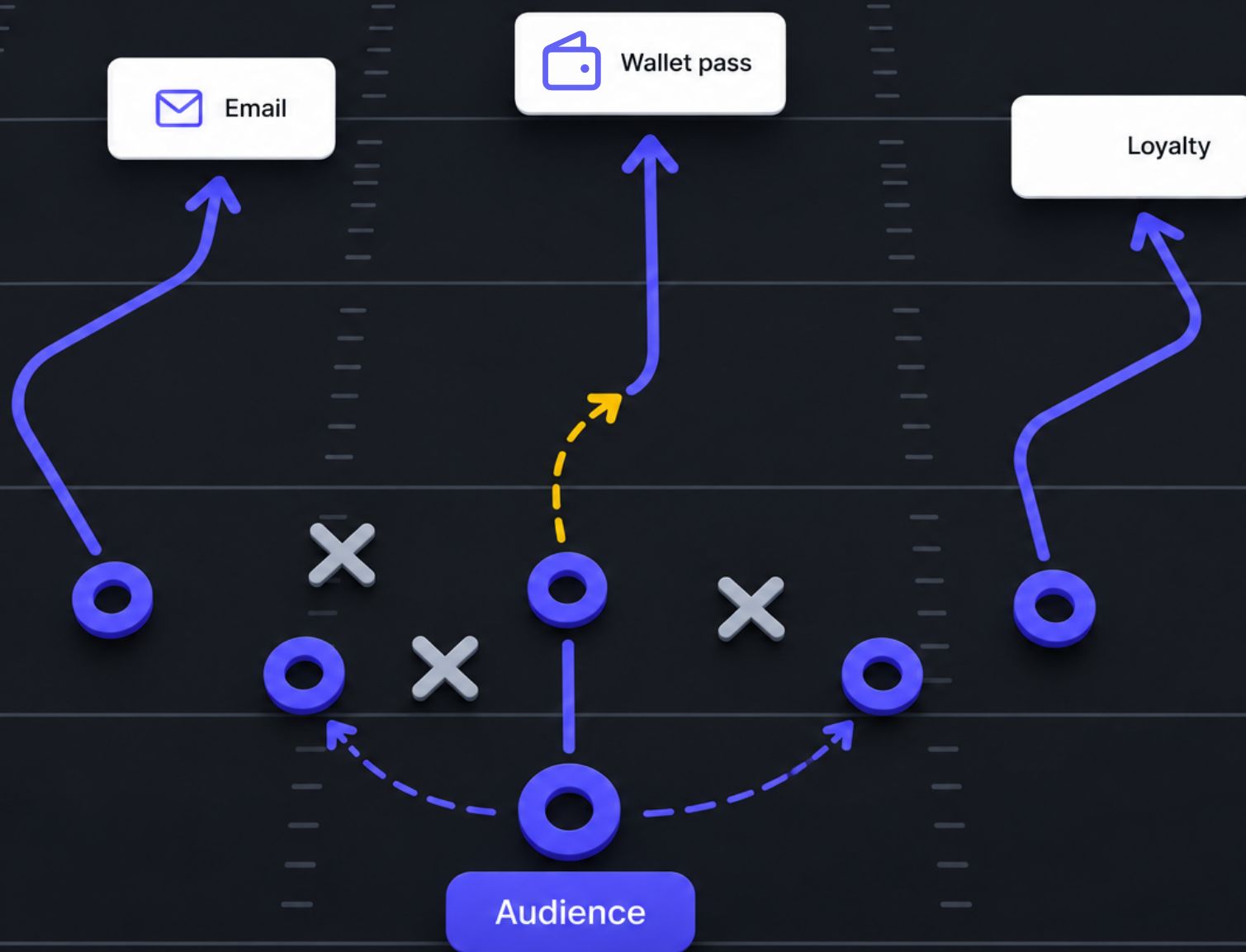




FIELD GUIDE

10 plays to run before the register gets busy

A working checklist for dispensary teams heading into Croptober, Green Wednesday, Black Friday, and the December run.

BUILD THE BASE

October

Plays 1 through 4

THE BIG WEEK

November

Plays 5 through 7

CLOSE THE QUARTER

Cyber Monday to New Year's Eve

Plays 8 through 10

Build the base • October

October decides how much reach you have in November. Meta and Google still don't take cannabis ad dollars, so the list you build now is the audience you get on the busiest day of the quarter.

01 Grow the list while the store is quiet

October traffic is steady and your staff has time to ask. Put enrollment at the register, on the menu, and on every receipt. A customer who joins in October can be segmented, messaged, and converted by Thanksgiving week. One who walks in cold on November 25 cannot.

THE AIQ MOVE

Compliant signup forms and kiosks, plus third-party onboarding to pull in customers you already serve but haven't captured.

02 Get a wallet pass onto every phone

A wallet pass is the one thing you can hand someone that keeps working after they leave. You can update the offer inside it later without asking for another opt-in, which makes October distribution worth more than any single promotion you run this month.

THE AIQ MOVE

Distribute Apple and Google Wallet passes at checkout, in email, and on the menu. Refresh the offer when the calendar turns.

03 Turn the harvest glut into brand-funded traffic

Croptober floods the market and drops wholesale flower pricing, with outdoor averaging **\$300** to **\$500** a pound against roughly **\$1,200** for bulk indoor. The reflex is a price war nobody wins. The better version has a brand paying for the promotion while the sale stays yours.

THE AIQ MOVE

Loops places brand-funded promotions inside your own menu, loyalty dashboard, and ecommerce pages, with destination URLs sending the click back to your own menu instead of leaking it elsewhere.

04 Discount in points instead of price

Retail gross margins have slid from **52.6%** in 2021 to **42.7%** in 2025 while the industry's average discount climbed to **26%** of shelf value. A points multiplier reads as a deal at the register and costs you a future visit's liability rather than today's margin.

THE AIQ MOVE

Run category-specific point multipliers through loyalty. Keep shelf price intact and give the customer a reason to come back and spend what they earned.

The big week · November

Green Wednesday 2025 moved **\$113.5M** at roughly 1.7 times an average day, with Black Friday close behind at **\$107.5M**. Traffic is not the question. What you give away to get it is.

05 Split the list before the week starts

Stock-up buyers and occasional visitors want different offers, and sending both the same message means overpaying one and underserving the other. Build the segments the week before, using purchase history rather than guesswork.

THE AIQ MOVE

Persona CRM and audience segmentation, built on POS and ecommerce behavior you already have sitting in the platform.

ASK ASTRO

Persona CRM and audience segmentation, built on POS and ecommerce behavior you already have sitting in the platform.



06 Build one journey for the whole weekend

Dutchie recorded average dispensary sales up **91%** on Green Wednesday against a typical Wednesday, with baskets up **9%** to **\$70.80**. A single storewide percentage stretched across five days is the most expensive way to capture that. Sequencing costs less and converts better.

THE AIQ MOVE

Build the Flow on click and transaction data, which AIQ always has. Clicked without buying is your highest-intent group and the only one that needs a deeper offer. Anyone who already transacted gets suppressed.

ASK ASTRO

Describe the segment to Astro Prompt and it drafts both the audience and the Flow that targets it.



07 Branch by channel so nobody dead-ends

Cannabis SMS gets filtered under SHAFT rules, and carrier scrutiny tightens in exactly the weeks you need delivery most. Email has its own gate for bulk senders. A journey built on one channel will strand the customers who aren't opted into it.

THE AIQ MOVE

Registered 10DLC traffic, plus Flows routing to email, browser push, mobile push, or wallet notification when a customer can't receive the step in front of them. Updating the wallet pass in place moves the offer without sending anything at all.

ASK ASTRO

Astro's Voice AI answers your store phone on rails SMS filtering doesn't touch, so a customer can check a points balance or get signed up for loyalty by phone the same week carriers are throttling your texts.



Close the quarter · Cyber Monday to New Year's Eve

Demand shifts online after Thanksgiving, and December brings the least confident shoppers of the year through your door.

08 Work the carts before Cyber Monday

Weekend browsers who filled a cart and stopped are the warmest names you'll have all quarter. Their intent is documented and recent, and reaching them costs a fraction of what earning a new customer would.

THE AIQ MOVE

A Flows journey triggered on cart abandonment. Jane, Shopify, and AIQ Ecommerce send product-level cart data; Dutchie sends a simpler signal. Elsewhere, use clicked-but-didn't-buy.

09 Let product discovery carry the gift shopper

US sales climb roughly **17%** in the week before Christmas, with topicals seeing the largest boost. A gift buyer arrives knowing how they want the recipient to feel and nothing about which SKU delivers it. Your budtenders can't walk every one of them through an unfamiliar menu during the December 23 rush.

THE AIQ MOVE

The AI Sales Agent answers effect-based questions on your site and in store, pulling from lab results and product reviews to turn "something relaxing under **\$50**" into a cart.

10 Set the January win-back while you're still busy

The post-holiday drop is the most predictable thing on the calendar, which makes it the easiest to plan for. Across the AIQ network loyalty members carry 3.6x the lifetime value of non-members and account for **56%** of revenue, so the return on catching a lapsing holiday buyer is larger than the return on finding a new one.

THE AIQ MOVE

Build the win-back in December while purchase data is fresh, and trigger it on lapse rather than on a calendar date so it fires when each customer actually goes quiet.



ASK ASTRO

Astro Prompt can draft that audience and the win-back flow from a plain-English request.

PRINT THIS ONE

The fall run sheet

Everything above, in the order it needs to happen.

OCTOBER

- ☐ Enrollment prompts live at register, menu, and receipt
- ☐ Wallet pass distribution running on every transaction
- ☐ Croptober flower promo built as a Loops placement
- ☐ Point multipliers replacing price cuts on high-volume categories
- ☐ Halloween offer scoped to edibles rather than storewide

EARLY NOVEMBER

- ☐ Veteran segment tagged and enrolled for year-round use
- ☐ 10DLC registration confirmed and traffic clean
- ☐ Email authentication and complaint rate checked
- ☐ Thanksgiving week segments built from purchase history

THANKSGIVING WEEK

- ☐ Astro Prompt used to segment audiences and draft campaigns
- ☐ Single Flow covering Green Wednesday through Cyber Monday
- ☐ Journey branching on click and transaction data, not the calendar alone
- ☐ Points balance leading the message ahead of any percentage off
- ☐ Channel branches in place for non-SMS customers
- ☐ Offer escalation limited to clicked-but-didn't-buy
- ☐ Wallet pass set to update in place through the weekend
- ☐ Staffing and inventory weighted to the day before each holiday
- ☐ Cart event detail confirmed with your ecommerce platform
- ☐ Voice AI live for phone opt-ins and loyalty

DECEMBER

- ☐ AI Sales Agent live on site and in store for gift discovery
- ☐ Point multipliers set for Dec 20 to 24 and New Year's Eve
- ☐ January win-back journey drafted via Astro Prompt and set to trigger on lapse
- ☐ Flow analytics reviewed while the numbers are still fresh

Want a second set of eyes on your fall build?

Your AIQ team can walk through the Thanksgiving week journey with you before the traffic shows up, or start in AIQ Academy and build it yourself.

Talk to your AIQ team.