



# The ultimate guide to 4/20 success

## The complete dispensary playbook

4/20 is the biggest revenue-driving event of the year for dispensaries. With heightened consumer demand, aggressive competition, and a flood of promotions, winning 4/20 requires a strategic, data-driven approach that ensures compliance with industry regulations.

AIQ provides dispensaries with an integrated ecosystem of tools that not only capture customer attention, increase conversions, and drive long-term loyalty, but also adhere to strict cannabis marketing regulations, including 10DLC compliance.



# The three-phase framework for 4/20 success

To maximize impact, dispensaries should approach 4/20 in three key phases:

## 1. The lead-up

End of March/early April:

Build anticipation, grow your audience, and drive early conversions.

## 2. 4/20 execution

Week of 4/20:

Maximize real-time sales, reduce abandoned carts, and ensure smooth fulfillment.

## 3. Post-4/20 retention

After 4/20:

Convert one-time shoppers into lifelong customers.



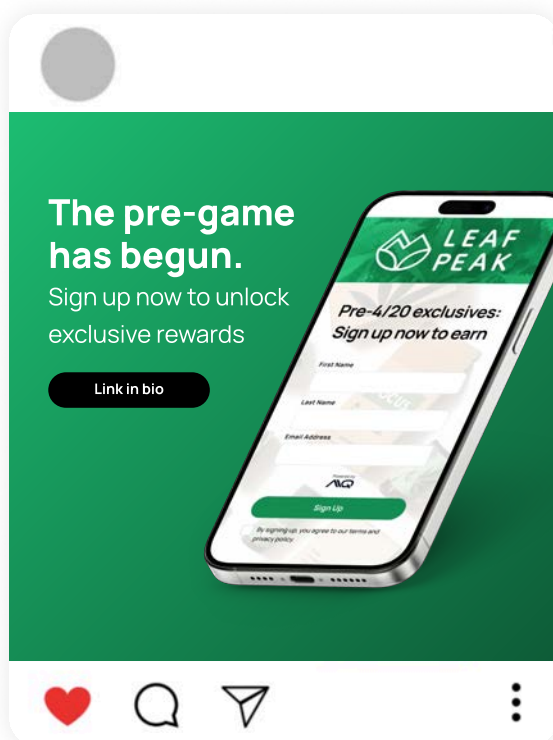
# Phase 1: The lead-up to 4/20

End of March into early April

**Goal:** Build awareness, capture interest, and drive early sales.

## 1. Build your audience with AIQ-powered signups

Growing your subscriber and loyalty audiences before 4/20 is critical to your campaign's success. AIQ's Signup Forms allow dispensaries to collect high-intent leads in-store, online, and via social channels.



### Tactics

- **Offer 4/20 early access** – Incentivize signups with VIP access to limited-time deals.
- **Use AIQ-powered QR codes** – Convert in-store foot traffic into loyalty members and SMS/email subscribers by strategically marketing your signup forms via QR code in-store.
- **Capture online visitors** – Deploy forms on your website, like exit-intent popups, to collect customer information before they leave your site so you can market to them later.
- **Leverage co-marketing with brands** – Partner with top brands in your store to co-fund marketing efforts using AIQ Co-Marketing tools to seamlessly connect and campaign together.

### Checklist

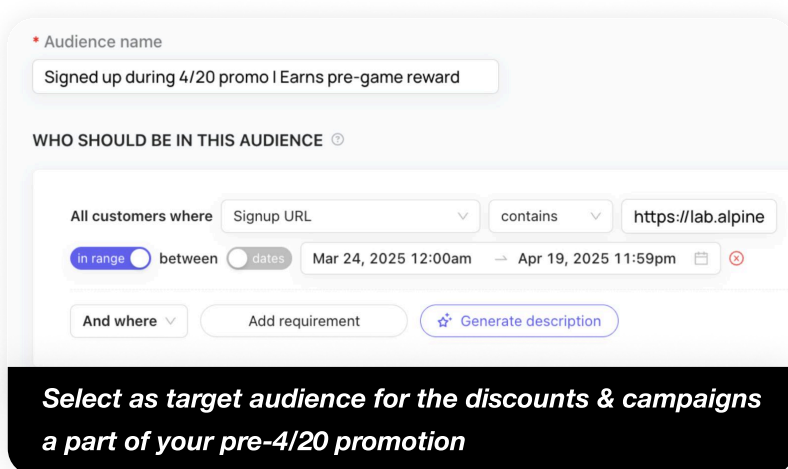
- |  |   |
|--|---|
| <input type="checkbox"/> 4/20 early access incentive is live | <input type="checkbox"/> Social media signup promotions are running |
| <input type="checkbox"/> QR code signup forms are displayed  | <input type="checkbox"/> Co-marketing partnerships are in place     |
| <input type="checkbox"/> Website signup forms are active     | <input type="checkbox"/> Signup form compliance is confirmed        |

## 2. Build your audience with AIQ-powered signups

Make your 4/20 campaigns more effective by speaking directly to the needs and behaviors of specific audiences.

With AIQ's Audience tool, you can create hyper-targeted segments—like new signups, high spenders, or at-risk customers—and deliver personalized offers through Discounts and Campaigns that feel timely and relevant. This approach not only increases engagement and conversion rates but also strengthens long-term customer value.

### Segmentation Tactics



\* Audience name  
Signed up during 4/20 promo | Earns pre-game reward

WHO SHOULD BE IN THIS AUDIENCE ⓘ

All customers where Signup URL contains https://lab.alpine

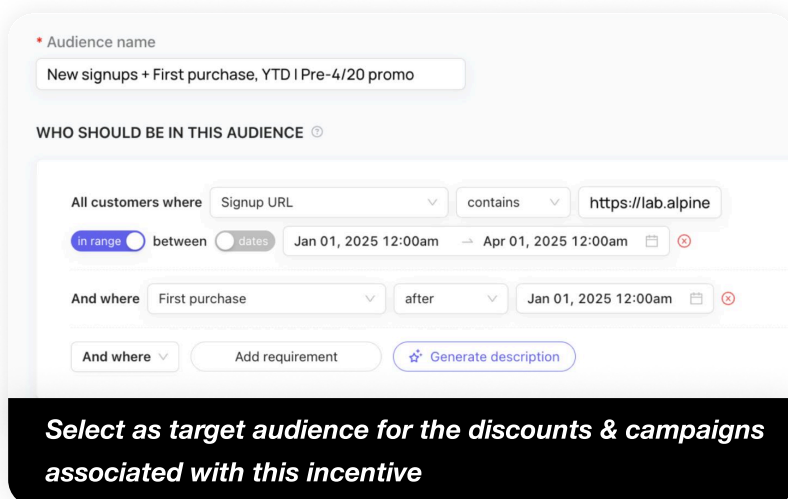
in range  between  dates Mar 24, 2025 12:00am → Apr 19, 2025 11:59pm

And where

**Select as target audience for the discounts & campaigns a part of your pre-4/20 promotion**

#### Signups during pre-4/20 promo

Reward new signups with an exclusive offer when they signup during the pre 4/20 promotional period.



\* Audience name  
New signups + First purchase, YTD | Pre-4/20 promo

WHO SHOULD BE IN THIS AUDIENCE ⓘ

All customers where Signup URL contains https://lab.alpine

in range  between  dates Jan 01, 2025 12:00am → Apr 01, 2025 12:00am

And where First purchase after Jan 01, 2025 12:00am

And where

**Select as target audience for the discounts & campaigns associated with this incentive**

#### New signups, YTD

Provide an exclusive incentive for customers who signed up and made their first purchase this year to bring them back during the 4/20 experience.

\* Audience name  
Loyalty member, Platinum I \$1,000 YTD spend

WHO SHOULD BE IN THIS AUDIENCE

All customers where Is loyalty member is true

And where Total spent more than 999

in range between Jan 01, 2025 12:00am Apr 01, 2025 11:59pm

And where Add requirement Generate description

**Select as target audience for the discounts & campaigns a part of your loyalty exclusive 4/20 incentive**

### Loyalty customers - Platinum status (Ex: \$1,000+ YTD spend)

Offer exclusive first access to 4/20 promotions.

\* Audience name  
Win-back incentive I Pre 4/20 promo deal

WHO SHOULD BE IN THIS AUDIENCE

All customers where Lifecycle stage contains chilling

Or where Lifecycle stage contains absent

Or where Lifecycle stage contains highly absent

Or where Lifecycle stage contains gone

Or where Add requirement Generate description

**Select as target audience for the discounts & campaigns using 4/20 promotions as the win-back incentive**

### Risk of loss customers

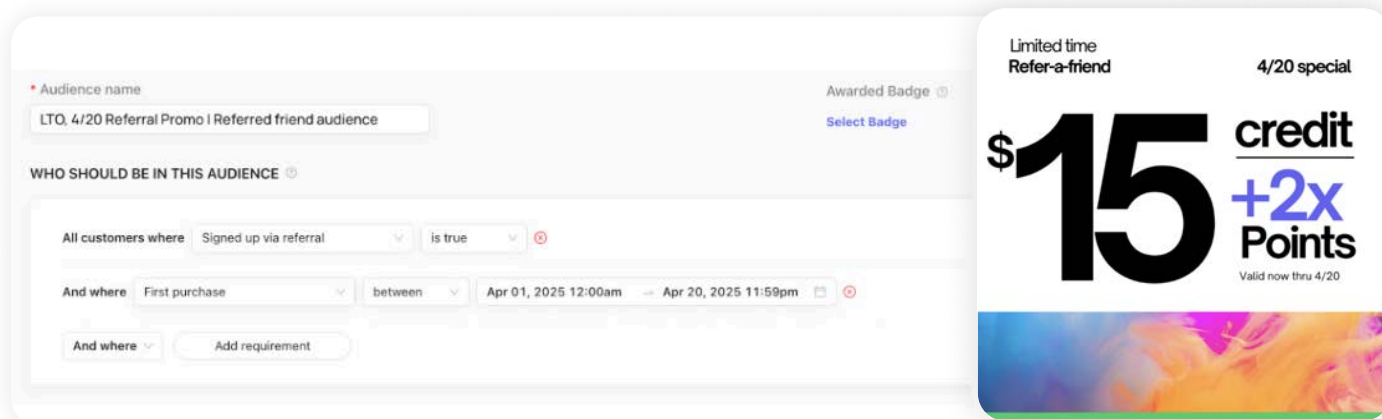
Run strategic win-back campaigns with a time-sensitive offer, or leverage your 4/20 promotions to incentivize a return trip. Plugging and playing already-on promos to lapsed customers is a great way to be cost effective with your strategy.

## Checklist

- Target new signups with a pre-4/20 exclusive offer
- Re-engage first-time YTD buyers with a custom incentive
- Reward top loyalty members with early access deals
- Win back at-risk customers using existing 4/20 promos
- Launch personalized campaigns using AIQ Discounts & Campaigns

### 3. Drive early momentum with loyalty, referrals, and smart upsells

Drive early momentum before 4/20 by combining urgency-driven offers with high-impact upsell strategies. Use AIQ's Discount and Campaign tools to deploy personalized promotions across web and mobile channels, then amplify your efforts with loyalty-based incentives, product bundling, and automated re-engagement.



#### Tactics

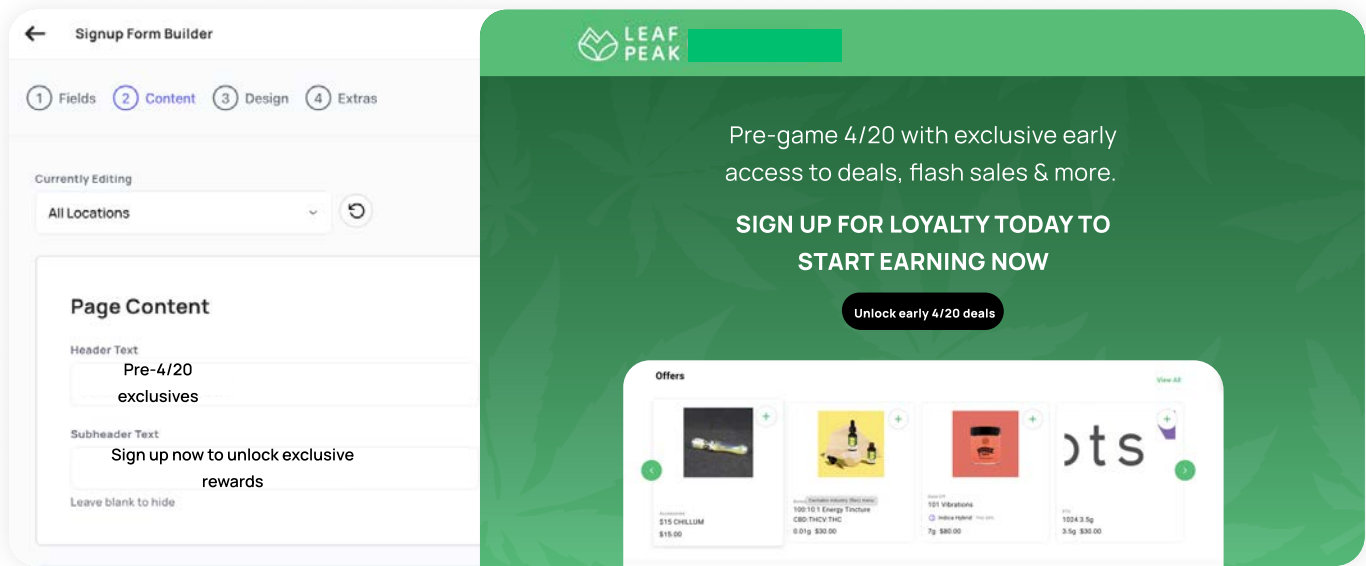
- **Enhanced referral incentive** – Word of mouth marketing is incredibly powerful - take advantage of it. Up the reward associated with referrals during your 4/20 promotion to increase the likelihood of loyal customers bringing in new shoppers.
- **Loyalty early access** – Open up your 4/20 day deals to your most high value customers a day early so they can beat the rush and get the products they love. This is a great way to increase loyalty value, customer retention, and shopper satisfaction, especially when you reward them with the best deals or make them feel special for their dedication to your brand.
- **AI-powered abandoned cart triggers** – Target hesitant shoppers by sending SMS/email reminders about their incomplete purchases.

#### Checklist

- Launch early access deals for loyalty members
- Boost referral rewards to attract new customers
- Promote offers via SMS, email, or push with AIQ Campaigns
- Set up bundles and upsell prompts at checkout
- Enable abandoned cart reminders for loyalty members via automation
- Track performance in Campaign Reporting

# Optimize your AIQ Ecommerce storefront for 4/20 traffic

With AIQ Ecommerce, dispensaries can transform their online store into a high-converting sales machine.



## Tactics

- **Homepage takeovers** – Feature 4/20 deals front and center.
- **Signup form promoted** – Include a clear call to action for loyalty, directing shoppers to your promotional pre-4/20 signup form directly from your site.
- **Pre-orders & express checkout** – Reduce in-store congestion with seamless pickup & curbside fulfillment.
- **SEO-optimized product pages** – Drive organic traffic using built-in SEO tools with AIQ Ecommerce.

## Checklist

- |   |  |
|---|--|
| <input type="checkbox"/> Homepage takeovers are live            | <input type="checkbox"/> Featured promotions are visible     |
| <input type="checkbox"/> Signup form is promoted with clear CTA | <input type="checkbox"/> Mobile optimization check           |
| <input type="checkbox"/> Pre-order and express checkout enabled | <input type="checkbox"/> Cart and checkout experience tested |
| <input type="checkbox"/> SEO-optimized product pages            | <input type="checkbox"/> Marketing banners and pop-ups set   |

# Phase 2: 4/20 execution

## Week of 4/20

**Goal:** Maximize conversions, create urgency, and ensure smooth fulfillment.

### Engage everywhere: SMS, email, voice, wallet & more

To stand out during 4/20, reach customers across multiple channels at the right moment. With AIQ Campaigns you can send coordinated SMS, email, push notifications, voice drops, and co-marketing efforts, to boost visibility and engagement.

### Tactics

- **Automated SMS/email blasts**

Push real-time deal notifications to drive urgency and boost traffic.

- **Wallet push notifications**

Engage loyalty members directly with exclusive, personalized offers.

- **Voice drop campaigns**

Promote your 4/20 specials with a pre-recorded call that reaches customers live or goes straight to their voicemail.

- **Co-marketing with brands**

Use AIQ's Co-Marketing tools to promote featured products across both retailer and brand audiences.



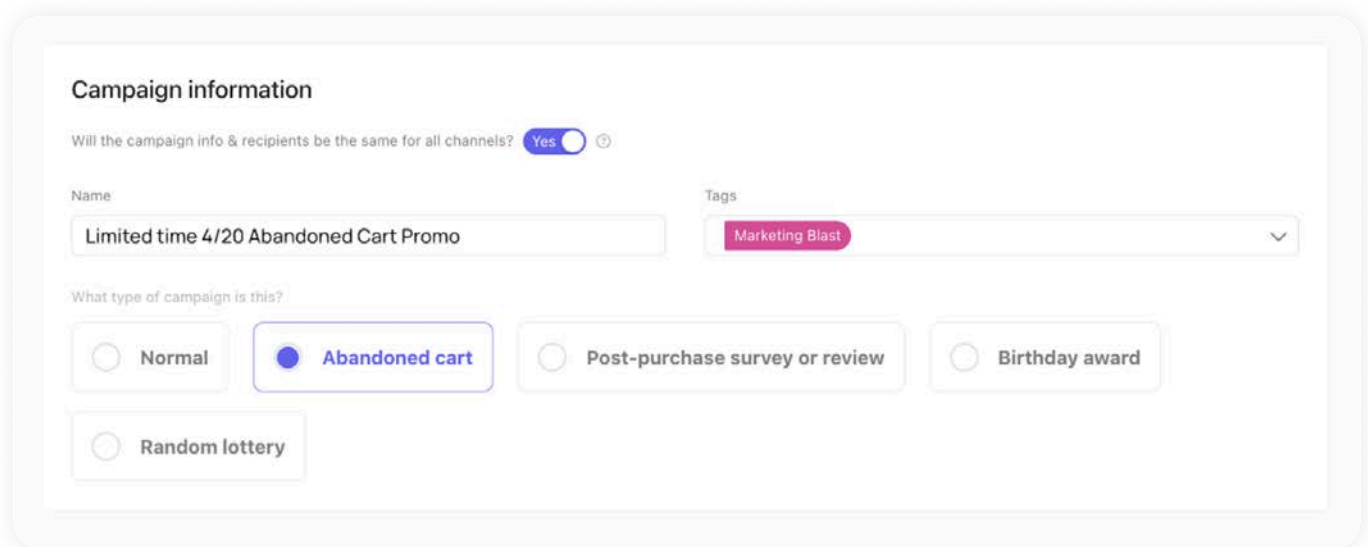
### Checklist

- Schedule automated SMS/email campaigns to deliver time-sensitive offers
- Enable push notifications for rewards wallet engagement
- Deploy voice drop campaigns to stand out in a crowded messaging environment
- Activate co-marketing partnerships to expand reach with featured brand promotions
- Segment audiences to personalize messaging by customer type or behavior
- Align timing across all channels to create a unified, high-impact launch
- Enable performance tracking to monitor engagement and optimize in real time

## Reduce abandoned carts and recover lost revenue

High-traffic shopping days like 4/20 often lead to an influx of abandoned carts as customers get distracted, shoppers compare deals to competitors, and product availability shifts.

Teams should leverage AIQ's cart recovery automation. This allows retailers to capture missed opportunities in real time, bringing shoppers back with timely messaging and frictionless checkout.



The screenshot shows a 'Campaign information' form. At the top, there is a toggle switch for 'Will the campaign info & recipients be the same for all channels?' which is currently turned 'Yes'. Below this, there are two input fields: 'Name' with the text 'Limited time 4/20 Abandoned Cart Promo' and 'Tags' with a dropdown menu showing 'Marketing Blast'. Underneath, a section titled 'What type of campaign is this?' contains five radio button options: 'Normal', 'Abandoned cart' (which is selected), 'Post-purchase survey or review', 'Birthday award', and 'Random lottery'.

## Tactics

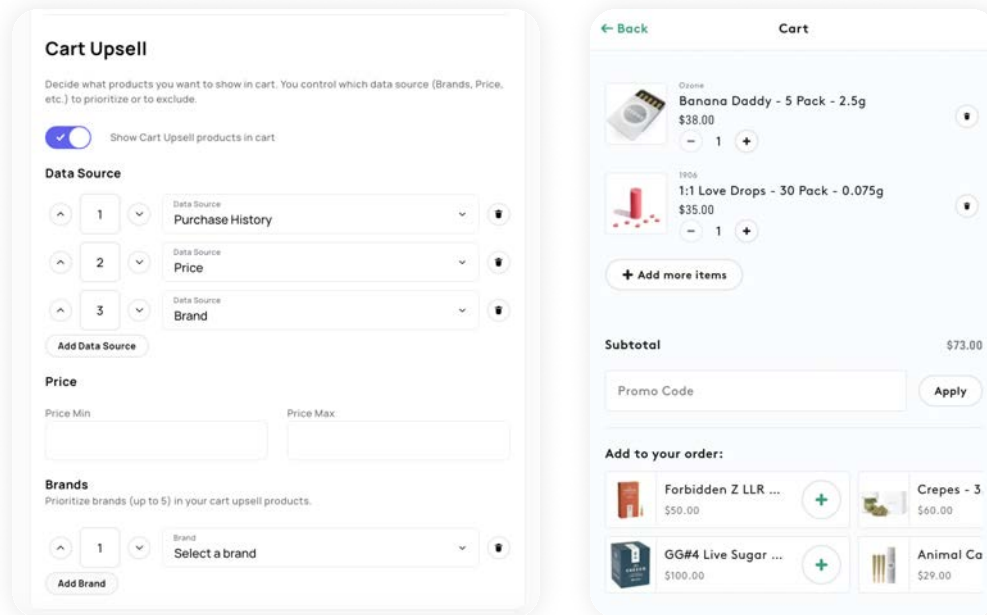
- **SMS cart reminders** - Send within hours to reinforce urgency.
- **One-click checkout links** - Drive customers straight back to your online menu.
- **Recycle already-on promos** - Utilize offers already in place as an abandoned cart incentive to stay cost effective while winning the customer back.

## Checklist

- Cart reminder campaigns are enabled
- Cart reminder campaigns are enabled and scheduled
- One-click menu links are embedded in messages
- Existing promotions are repurposed for cart recovery
- Audience rules match cart abandoners accurately
- Cart recovery performance is monitored through analytics

## Drive urgency with AI-powered promotions

AIQ Ecommerce helps dispensaries move beyond static discounts with upsell logic, product carousels, and real-time nudges. Drive conversions by highlighting new products, limited-time deals, and larger purchase incentives using your customer data.



## Tactics

- **Personalized product carousels for high-priority items** - Use AIQ's product widgets to highlight featured products—like 4/20 exclusives or new arrivals—directly in the cart or on your homepage to drive awareness and conversion.
- **Homepage and menu banners promoting 4/20 offers** - Boost visibility for limited-time deals and doorbusters with banners placed on high-traffic pages, including the homepage, product listings, and checkout.
- **Time-sensitive, urgency-driven promotions** - Deploy “last chance” offers with clear expiration times or quantity limits to create FOMO and drive immediate action.
- **BOGO deals to encourage strategic add-ons** - Drive attach-rate with buy-one-get-one offers, especially on accessories or consumables. Example: “Buy a grinder, get papers free.”
- **Bundled product deals to increase AOV** - Create value-driven bundles that tie into 4/20 themes (like “4/20 Weekend Essentials”) and highlight savings with strike-through pricing or cart-level discounts.
- **Tiered cart-based discounts** - Incentivize bigger purchases by rewarding higher spend thresholds. Example: “Spend \$100, save \$15.”
- **Targeted product-level discounts** - Run strategic markdowns on overstock or high-margin SKUs to drive volume and margin without discounting everything.

## AIQ Ecommerce deal opportunities:

- **BOGO (Buy one, get one) deals:** Encourage customers to purchase additional items by offering a free or discounted product when they buy a specific item. Example: “Buy one pre-roll, get another at 50% off.”
- **Bundle offers:** Create discounted product bundles to increase average order value. Example: “Purchase a vape pen and get 20% off select cartridges.”
- **Cart discounts:** Apply tiered discounts based on cart value to encourage larger purchases. Example: “Get \$10 off when you spend \$100 or more.”
- **Product-level discounts:** Run targeted discounts on high-margin or overstock items. Example: “Enjoy 15% off all edibles this week.”

## Checklist

- Personalized product carousels are deployed to feature high-priority items
- (e.g., 4/20 drops, new arrivals)
- Homepage and menu banners are live to promote 4/20 deals and limited-time offers
- Time-sensitive discounts are scheduled and clearly communicated in promotions
- BOGO deals are configured and applied to strategic product pairings
- Themed product bundles are created and promoted to increase AOV
- Tiered cart-based discounts are set to trigger based on spend thresholds
- Product-level discounts are applied to overstock or high-margin inventory
- Discount visibility is confirmed across key pages (homepage, PDPs, cart, and checkout)
- All offers are tested to ensure proper stacking rules and user experience

## Make fulfillment a 4/20 strength, not a bottleneck

A great 4/20 experience doesn't stop at checkout—it's defined by how quickly and smoothly orders get into customers' hands. AIQ Ecommerce powers streamlined fulfillment across every channel, helping you reduce wait times, avoid inventory issues, and keep customers happy at every step.

Enable Drive-Through Orders



Enable Delivery Orders



Enable Curbside Orders



Enable In Store Orders



## Tactics

- **Pickup, curb-side, drive-thru, and delivery coordination** - Customers receive real-time order status updates for a smoother experience.
- **Self-service kiosks** - Minimize congestion and speed up in-store ordering.
- **Drive-thru fulfillment** - Offer fast, contactless order pickup for on-the-go shoppers.

## Checklist

- Pickup, curbside, drive-thru, and delivery options are enabled
- Real-time order status updates are active and accurate
- Self-service kiosks are operational and clearly marked
- Pre-order functionality is tested and promoted
- Express checkout flows are streamlined
- Fulfillment and front-of-house staff are trained and prepared

# Phase 3: Post-4/20 retention

## After 4/20 & beyond

Goal: Turn holiday deal-chasers into long-term customers.

### Automate win-back campaigns with AIQ's Customer Lifecycle

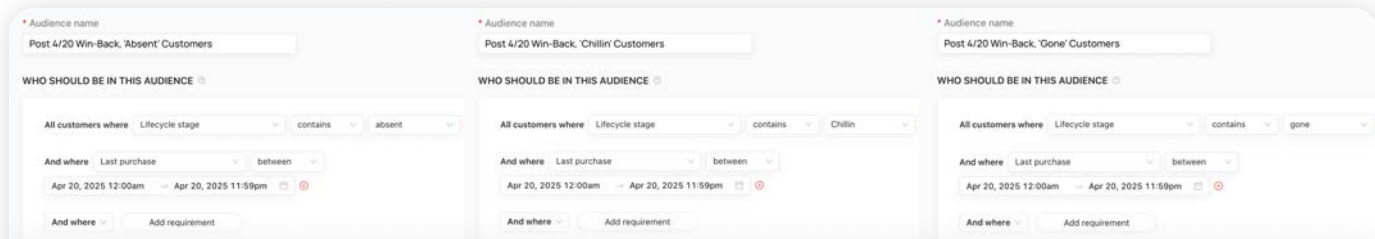
Many 4/20 shoppers won't return unless prompted. AIQ's win-back automation tools help retain these customers, and segment them properly based on their personal buying behaviors.



#### 'Absent'

#### 'Chillin'

#### 'Gone'



Select as target audience for the discounts & campaigns associated with this incentive

## Tactics

- **Thank-you messages with bounce-back offers** - Encourage repeat purchases by offering a promotion that expires within that timeframe to the customer lifecycle group you are targeting.
- **Steepen as you go** - Offer increasingly steep discounts / rewards to customers as they move further down the funnel and become less likely to return.
- **Make unique for post 4/20 shoppers who haven't returned** - "Loved our 4/20 deals? Here's another one onus."

## Checklist

- |   |   |
|---|---|
| <input type="checkbox"/> Thank-you messages are scheduled       | <input type="checkbox"/> Progressive discounting is enabled |
| <input type="checkbox"/> Bounce-back offers are segmented       | <input type="checkbox"/> Abandoned cart follow-ups are live |
| <input type="checkbox"/> Loyalty program invitations are active | <input type="checkbox"/> AIQ segmentation is optimized      |

## Post 4/20 referral incentives

Use the holiday to kickstart your long-term growth. A well-timed referral push can drive new foot traffic during high-volume weeks, but the real value comes from building a sustainable acquisition engine. With AIQ's Referral Program tools, you can easily track, reward, and scale word-of-mouth marketing all year long.

Thanks for referring your friend.

**\$10** credit  
**100**  
**Points**  
Valid for 30 days



Welcome - here's a gift from your friend to say thanks for coming in.

**\$10** credit  
**100**  
**Points**  
Valid for 30 days



## Tactics

- **Double-sided referral rewards** - Incentivize both the referrer and the referred customer with the same, enticing deal.
- **Build dynamic referral audiences** - Create an audience segment based on customers who have successfully referred friends, and an audience of referred customers who purchased so you can re-engage them with their earned referral rewards, campaigns, and more.
- **Automated campaign to promote referral rewards** - Set up automated messaging that triggers when a customer successfully refers a friend and that friend completes a purchase. This message should clearly notify the referring customer that their reward is ready and explain how to redeem it.
- **Referral reward discount configured in AIQ** - Build the referral reward directly in AIQ so it automatically populates in the customer's wallet once earned. Pairing this with a triggered campaign ensures the customer knows the reward exists and exactly where to find it.
- **Leaderboard-based gamification** - Encourage more participation by offering exclusive badges and steeper rewards to customers who continue successfully referring friends.

## Checklist

- Double-sided referral reward is created and applied to both the referrer and the referred customer
- Dynamic referral audiences are built in AIQ (referrers and referred purchasers)
- Automated campaign is live to notify customers when their referral reward is earned
- Referral reward discount is configured and appears in the customer's wallet
- Referral messaging includes clear instructions on where and how to redeem the reward
- Leaderboard or gamified elements are set up to incentivize ongoing referrals
- Bonus campaigns or VIP offers are planned for high-performing referrers

## **Built-in compliance, so you can focus on 4/20**

With AIQ, marketing compliance isn't an extra step - it's built into every step of your workflow. That means you can focus on driving results this 4/20 without worrying about regulatory roadblocks.

## **How AIQ keeps you covered, automatically:**

**10DLC registration? Done.** AIQ walks you through the process so you're fully registered without the headache.

**Customer consent? Already managed.** AIQ Signup Forms ensure you're only messaging opted-in customers.

**TCPA quiet hours? Always enforced.** AIQ's built-in safeguards prevent accidental violations.

**Pre-send checks? Built in.** Approval workflows ensure every campaign is compliance-ready before launch.

**Performance monitoring? Real-time.** AIQ highlights any delivery or compliance issues so you can course-correct fast.

## Feeling 4/20 ready?

A strong strategy fuels growth. With AIQ Ecommerce, automation, loyalty, and analytics, dispensaries can boost revenue and retention. Use this guide's checklists to prep, execute, and retain post-4/20.

### Phase 1: Lead-up (Late March–early April)

**Checklist Goal:** Build hype, grow your audience, and drive early sales.

- Signup incentives and QR forms are live in-store and online
- Key audiences (e.g., new signups, top spenders) are segmented
- Loyalty early access and referral promos are launched
- Abandoned cart and upsell automations are active
- Ecommerce banners, bundles, and pre-order flows are tested

### Phase 2: 4/20 week execution

**Checklist Goal:** Maximize traffic, drive urgency, and streamline fulfillment.

- SMS, email, wallet, and voice drops are scheduled
- Cart recovery and urgency-based offers (BOGO, bundles) are live
- Homepage banners and product carousels highlight top deals
- Pickup, drive-thru, kiosk, and delivery flows are ready
- Staff trained and fulfillment tools tested

### Phase 3: Post 4/20 retention

**Checklist Goal:** Turn deal-hunters into loyal customers

- Bounce-back and win-back campaigns are running
- Referral rewards are automated and promoted
- Audience segments updated based on behavior
- Top campaign performance is reviewed

*If you can check off each of these items, your dispensary is set up for stronger sales, higher customer retention, and a competitive edge this 4/20.*

