



image credit: Native Roots

CASE STUDY:

Using Data to Stay Competitive in a Mature Cannabis Market

How Native Roots uses Brightfield Group's Retail Brand Health to win in the Colorado dispensary landscape



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Overview

Colorado is often lauded as one of the most mature cannabis markets in the world. Opening its doors to adult-use sales in January 2014, dispensaries have had nearly 10 years to gain awareness, purchasing, and loyalty in the Colorado market.

Native Roots has been active in the state for 13 years, and continues to be one of the most recognized dispensaries in the state. Relentless market competition means Native Roots does all it can to stay on top - including using Brightfield Group Retail Brand Health to make data-backed decisions.



In this case study, we look at how **Native Roots** uses **Retail Brand Health** data to stay competitive in the mature Colorado cannabis market. With insight into its funnel metrics, competitors, and consumers, Native Roots uses each wave of Retail Brand Health data to inform the businesses overall strategy and win in Colorado.



About Brightfield Group



Brightfield Group is the leading social listening-enabled research firm serving the global cannabis, CBD, and emerging wellness industries. Traditional research expertise + AI-integrated social listening deeper level of consumer insights.

Brand Health data provides state-level competitive insights across the full customer journey from awareness through loyalty.

Transform your sales funnel and unleash the full potential of your brand with the deepest consumer insights available in cannabis

Brightfield Group's brand health tracking and consumer insights empower leaders to make data-backed decisions that move the needle on their business.

Problem

Solution BRIGHTFIELD GROUP

Outcome

I need more customers

State specific funnel metrics reported by real customers and competitor's shoppers

Double your customer base!

I don't know who to market to for the most growth

Consumer insights by awareness, purchasing, and loyalty for optimized promotions

Promotional campaigns that are 10x more efficient!

About Native Roots



Established in 2010, Native Roots initially focused on serving medical marijuana patients in Denver. It has since expanded and now operates over 20 retail locations throughout Colorado, a state known for its mature and competitive cannabis market. While small, independent operators make up much of Colorado's cannabis landscape, Native Roots has carved out its own space by offering a range of cannabis from its cultivation facilities and extracts & edibles from popular CO brands. It's grown to be the largest, privately owned and operated dispensary chain in the state.

But rather than positioning itself as a retail giant, Native Roots emphasizes customer experience. In this competitive environment, Native Roots strives for quality and community engagement, partnering with local nonprofits and investing in community betterment.

Its approach has served Native Roots well. In the first wave of Retail Brand Health data in H1 2022 Native Roots had gained:

55% awareness
25% purchasing ever
7% loyalty

With a view of its funnel, Native Roots has been able to strategically impact each metric wave over wave.



image credit: Native Roots

Opportunities for Growth

Native Roots uses Brightfield Group Retail Brand Health to inform business decisions, ranging from promotional activities to product offerings.

Knowing the Consumer Beyond the Customer

A company like Native Roots isn't big enough to warrant millions of dollars of customer research. While point-of-sale could tell them what was selling in its own stores, it needed more research on real-life consumers to strategically earn more business.

Targeted Promotions

Without a view of the funnel, Native Roots lacked insight into where it could target promotions to best move the needle on store visits and sales.

Earning Loyalty

Native Roots has evolved alongside the Colorado consumer, but what could it do to ensure its not forgotten? Retail Brand Health insights on loyalty metrics for Native Roots and its competition could help bolster its loyalty efforts.

The Consumer Beyond the Customer

Brightfield Group's Retail Brand Health data allowed Native Roots to compare its shoppers to all Colorado cannabis consumers regardless of where they shop. Key demographics and preferences inform its strategy, which are shared in its bi-annual internal **Brand Health deck**.



image credit: Native Roots

Native Roots used Retail Brand Health's consumer insights to align internally and guide strategy. Its internal Brand Health deck includes key insights into how Native Roots consumers compared to the wider Colorado cannabis user.

Demographics explores included:

- Age of Shopper
- Income & Ethnicity
- Gender & Sexuality
- Children & Dwelling
- Education
- Usage Rate



image credit: Native Roots



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Native Roots used the data to understand the distinct desired effects as reported by those purchasing at its stores. This helps the retailer make data-backed decisions on its messaging and product offerings.

Targeted Promotions

Questions Brightfield Group helped answer for Native Roots:

- What promotions do we need to be doing based on where Native Roots is in the funnel?
- How do we talk about promotions?
- Do we advertise promotions internally to budtenders?

Native Roots uses Brightfield Group's Retail Brand Health to make data-backed decisions on where, how, and when to advertise in-store promotions.

Retail Brand Health data showed Native Roots that it had amazing awareness but needed to move consumers out of “consideration” or “purchasing ever” and into recent purchasers.

Using Retail Brand Health, Native Roots made an Action Plan:

- For consumers who visit the Native Root site - and even add to cart! - but don't purchase, Native Roots wanted them in the door for 4/20/23. It heavily promoted \$30 half ounces and 25% off Wana products to considering consumers.
- Its house brand ounces were discounted in May, with targeted advertising to considering consumers.
- The retailer tapped into “lapsed customers” to run a win-back campaign in May of 2023.



Earning Loyalty in a Mature Market

In a mature market like Colorado, dispensaries must do all they can to retail the customers that keep it profitable. Native Roots has had a loyalty program since 2019, but Retail Brand Health data led them to revamp its loyalty and test new methods of rewarding repeat shopping.

“The Garden Club”

Seeing its need for increased loyalty metrics, Native Roots got to work on naming its loyalty program for the first time. “The Garden Club” was soft launched with the brand’s new website in mid-2023. The next phase of its website rebrand is ALL about loyalty - building up the excitement and making it more intuitive for shoppers.



image credit: Native Roots

Loyalty Test on 4/20

In April 2023, the retailer wanted to test what would happen if it incentivized loyalty members to shop ahead of 4/20. It dropped \$10 of store credit into each loyalty members’ digital wallet on 4/19.

The impact? 550 conversions and \$40,000 in incremental volume

The Garden Club’s rewards program focuses on rewarding high spenders while providing immediate gratification for signing up - a free pre-roll!

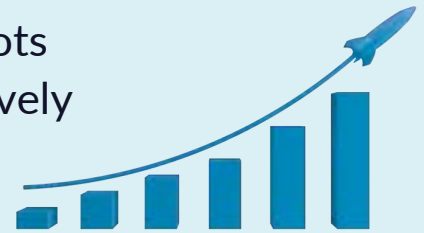


\$1 = 1 Point				
SIGN ON BONUS: SIGN UP TODAY AND GET A PENNY JOINT				
SEED POP	SEEDLING	VEGETATIVE	FLOWERING	HARVEST
100 Points	200 Points	400 Points	600 Points	800 Points
5% OFF	10% OFF	15% OFF	20% OFF	25% OFF
BIRTHDAY? Get a penny joint and 1000 points on us!				

image credit: Native Roots

Outcomes

Empowered with Brightfield insights, Native Roots is successfully competing in Colorado and positively shaping its growth trajectory.



Efficient Customer Research

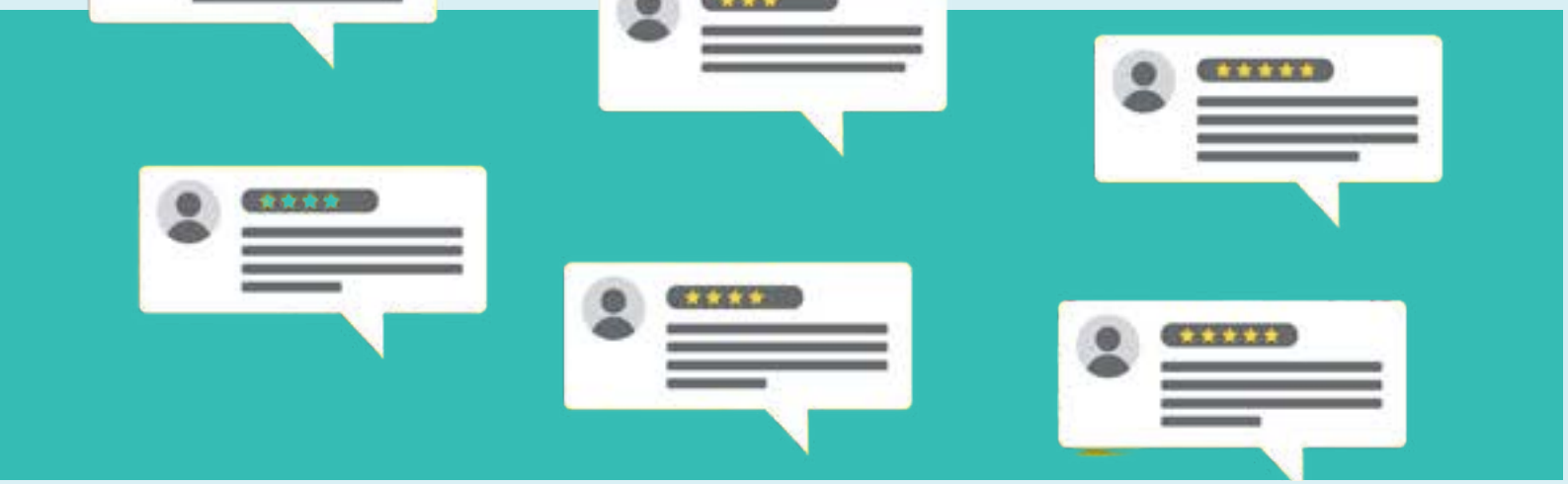
With an eye on Colorado consumer at large, Native Roots strategy is rooted in the demographics and preferences of relevant consumers - just like large CPG companies can afford.

Promotions that Move the Needle

Native Roots used Retail Brand Health data to hone in on recent purchasing and loyalty. Since its Action Plan in H2 2022, Native Roots recent purchasing and loyalty metrics have improved!

Long Lived Loyalty

Seeing where it ranked in loyalty compared to its competition, Native Roots prioritized its new loyalty program - the Garden Club. Its upcoming website improvements will focus on simplifying the loyalty member's experience and make repeat purchasing even easier.



Working with Brightfield

Native Roots' VP of Marketing expressed why he likes Brightfield Group data over other sources

“We subscribe to more than just one data service, including our own internal reporting that comes directly from our POS, in addition to Brightfield.

However, Brightfield Group is different and elevated in my mind because it is not transactional based but rather it comes straight from the customer's mouth. And that is incredibly valuable!”

- **Buck Dutton**, VP of Marketing, Native Roots

About Brightfield Group



Brightfield Group's AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend.

Informed by predictive AI integrated with survey and social media data, Brightfield Group data has the answers innovators need to make brand and product decisions confidently. It's a level of depth you can't find anywhere else.

Our data doesn't just save time and money, it inspires innovation to keep your brand consistently ahead of the curve.

Brand Health for Sound Decision Making

Unprecedented access to state-specific funnel metrics over time.

Brightfield's Brand Health offerings give leaders the foresight, context, and data needed to confidently make decisions in cannabis.



The data is yours to explore with Brightfield Group Brand Health and Consumer Insights!

**BOOK A DEMO OF
THE PLATFORM**

