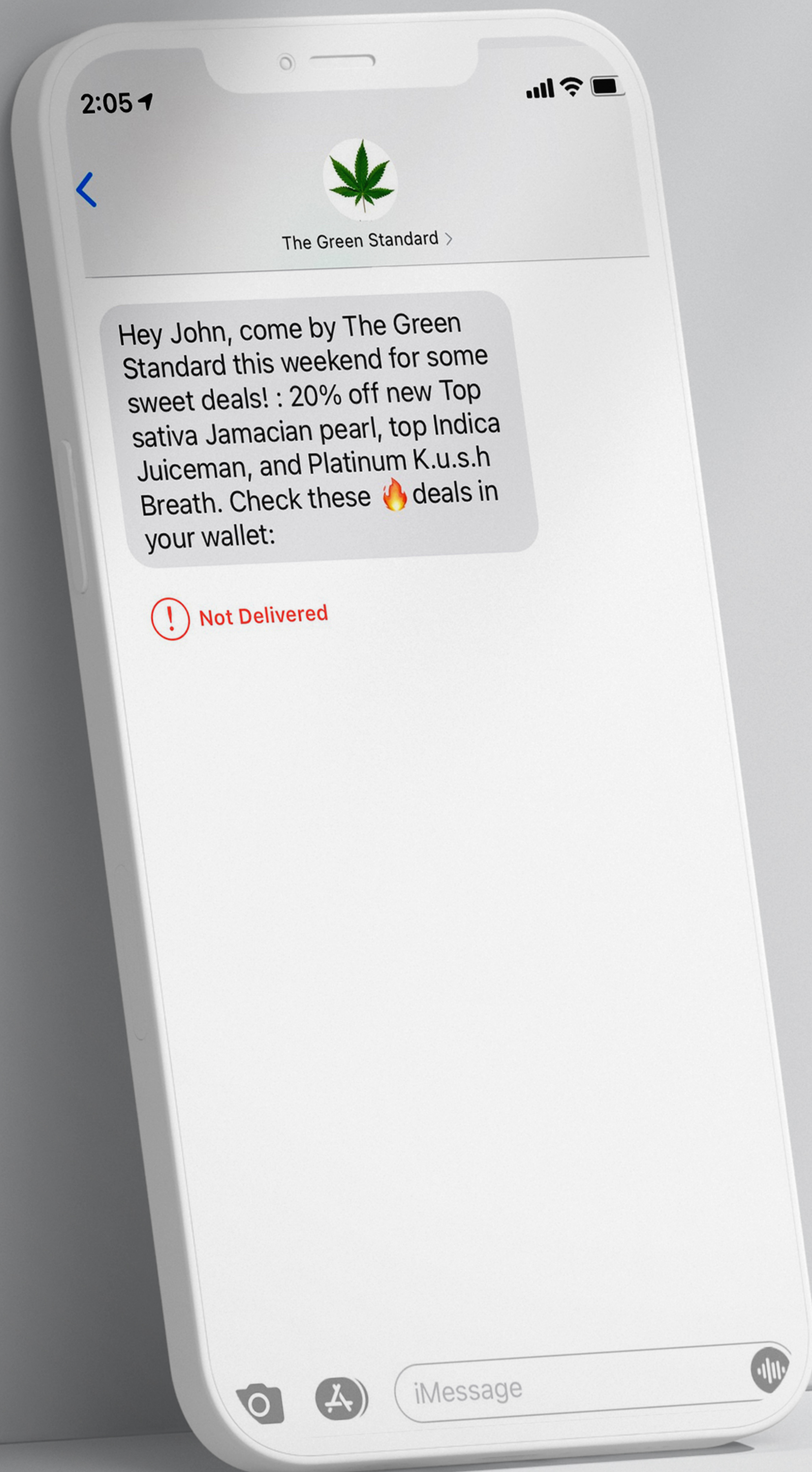


# WALLED GARDEN



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**Hate cannabis censorship?  
We do too.**

Alpine IQ's Walled Garden is expertly engineered to give dispensaries maximum power to increase brand awareness and achieve more conversions.

Craft compelling SMS post-click experiences to reach and compel target audiences.

**COMMUNICATE WITHOUT  
CENSORSHIP**



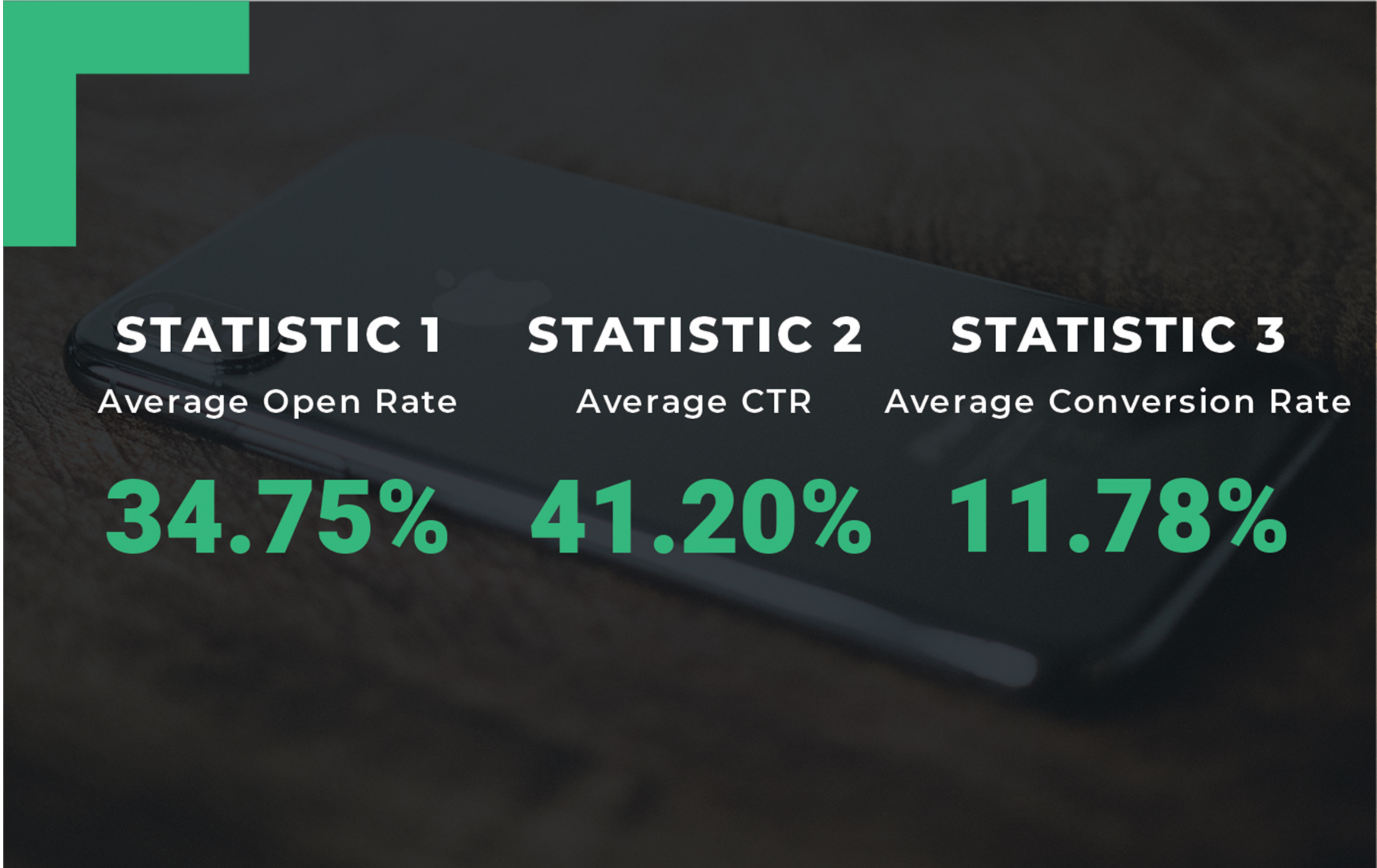
ALPINE IQ

# CASE STUDY

10DLC updates and carrier filtration in cannabis impacted dispensaries by lowering deliverability. Alpine IQ’s team has partnered with 700+ dispensaries and 86+ brands to help them overcome censorship and grow their business with the new Walled Garden feature.

*A recent study by Alpine IQ uncovered the following statistics for cannabis retailers:*

STATISTICS



*Dispensaries that tailored creative through Walled Garden achieved:*

DISPENSARY A	DISPENSARY B	DISPENSARY C
Text Open Rate: 43%	Text Open Rate: 74%	Text Open Rate: 65.27%
34.64%	23.30%	22.74%
Conversion Rate	Conversion Rate	Conversion Rate

# SUCCESS STORY

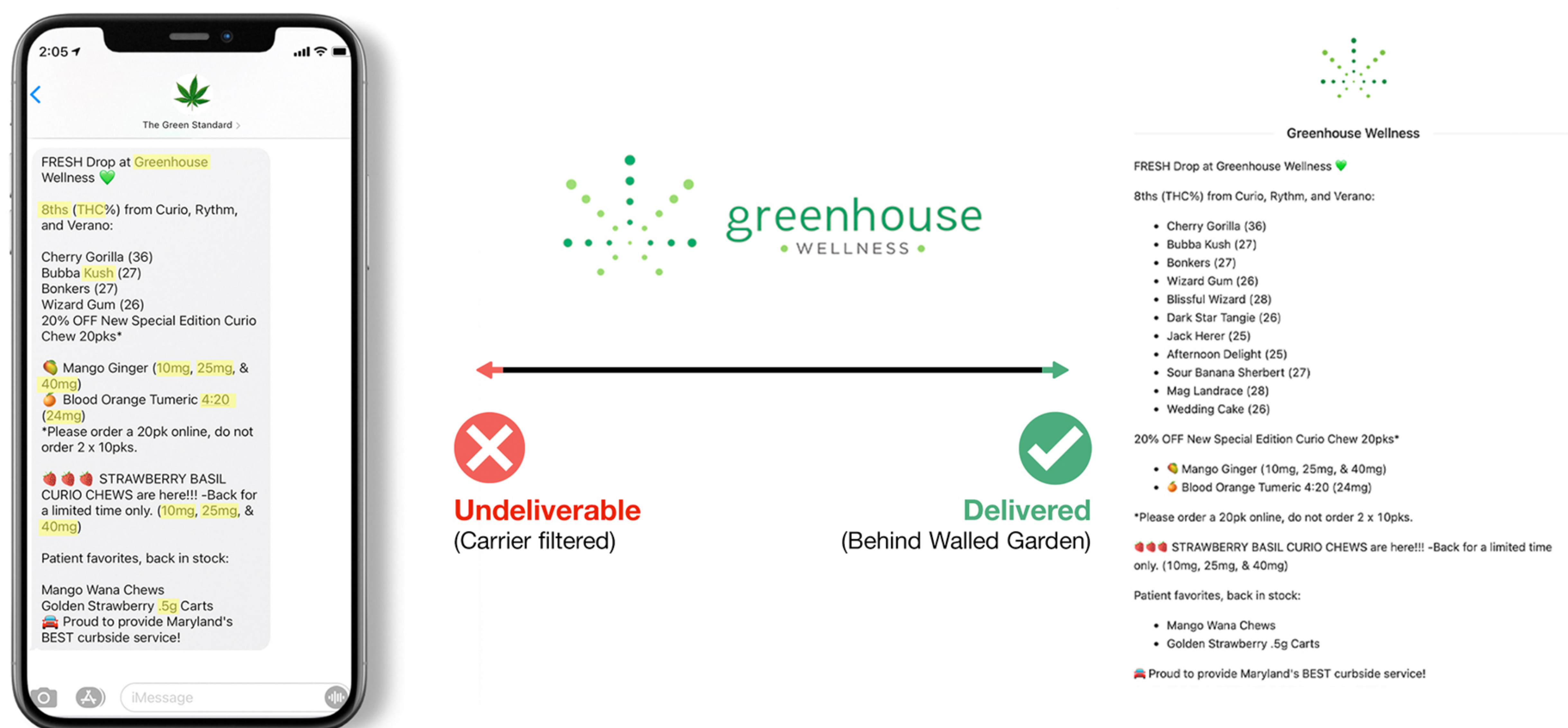
"Walled Garden has allowed us to communicate vital information with our patients specifically in regard to pricing and availability. This isn't just about boosting sales it's about improving access to affordable medicine and connecting with our patients."

-Ashely Leighton  
Operations Manager  
Greenhouse Wellness

COVID-19 has impacted dispensaries throughout the world. Due to government restrictions in the United States of America, Greenhouse Wellness utilized curbside pickup to grow their business. With lesser face-to-face interactions with customers, SMS and email marketing became the primary channels for Greenhouse Wellness to communicate the value of their latest product offerings.

When Greenhouse Wellness received a fresh shipment of Cherry Gorilla, they sought out to deploy their legacy "Fresh Drop" text message alert. The Fresh Drop notifies loyalty club members about new premium products that are ready for purchase.

However, Ashley from Greenhouse Wellness strategically implemented Alpine IQ's new solution, Walled Garden, to reach her customers. She created a compelling SMS post-click experience to promote their shipment of Cherry Gorilla.



With the power of Walled Garden, Greenhouse Wellness achieved high deliverability and sold out of their Bubba Kush supply within 1.5 hours of deploying their SMS campaign through Alpine IQ.

# BENEFITS

“COMMUNICATE  
ANYTHING.”

Send your customers text messages that function as a general notification from the dispensary. The text message will contain a link, allowing customers to click through to a fully customizable landing page that can be used to communicate anything.

MAXIMIZE YOUR REACH, ENRICH YOUR MESSAGING, CULTIVATE TRUE LOYALTY



■ Goodbye keyword restrictions. Share your business’ true voice. Communicate with the same personalization macros you love.



■ Protect your business’ capital by automating the SMS campaign process.



■ Alpine IQ’s click tracking, identity resolution and conversion analytics operate together to report what matters most to management.



■ Increase loyalty by showing empathy for your customers. Walled Garden provides cannabis anonymity for customers who seek discrete text message experiences.

ID	Campaign name	Sent	Msg opens	Link clicks	Conversions	Rev Generated	Rev per send	Cost per conversion	Redemptions	Un-sub
4796	4796	1,663	704	83	396	\$29,709.06	\$17.86	\$0.04	0	29
1,663k		704.0		83.00		396.0				
Sent: 1.663k		Msg opens: 704.0		Link clicks: 83.00		Conversions: 396.0				

# FAQ

*You have questions.  
We have answers.*



## **What is the benefit of having links in text messages?**

### **Answer:**

SMS notifications with attached links to read secure messages are very common. Companies like Uber and Amazon utilize attached links to redirect customers to native apps often.

- Save on msg segment fees
- Ensure customer privacy
- Age gate
- Limitless content



## **What can our business expect?**

### **Answer:**

Every business is different. Our research shows revenue for in-store traffic remains constant with an average 11.78% CVR and avg. revenue generated per send of \$6-\$8! We encourage your teams to study how your copy and creative perform.

