

# Stemless Case Study: The Giving Tree

## THE CHALLENGE

"Customer satisfaction and loyalty has always been paramount for a retail organization. Loyal customers are worth more. They spend more money, more frequently and cost about 7-10 times less to keep than it does to acquire a new customer. On average, repeat customers spend over 60% more per transaction than new customers. In other words, nurturing a loyal customer base makes good business sense and should be an integral part of any retailer's strategy.

Customers won't give away their loyalty for free and in today's retail environment, the new customer expectation is to exceed expectations. You have to offer a great customer experience, consistently, in-store and online.

This is where Stemless has helped out tremendously. It's a true benefit having a software package that not only makes it easy to provide our customers with a loyalty program, but also helps with patient communications and analysis of their buying/spending habits. Easy to use, Stemless provides a great user experience and meets our customer's expectations in more ways than one.

For The Giving Tree team, it has provided great insights that we can immediately act on and in turn, better serve our customers."



**REVENUE  
INCREASED**

**\$280,872**

**IN 90 DAYS  
WITH STEMLESS  
LOYALTY**



**Alex Linderman**  
*Marketing Manager at The Giving Tree*

The Giving Tree is one of the longest standing and well-respected grower and retailer of premium cannabis products in Arizona. The Giving Tree provides a one-of-a-kind selection of consciously sourced and delivered cannabis products with an unmatched retail experience.

More than any other licensed retailer, The Giving Tree lives the mission of giving back through curated selection of other conscious and lab-tested brands, as well as through philanthropic campaigns, patient advocacy and educational community activation.

# OUR SOLUTION

Using the Stemless Loyalty iPad platform, The Giving Tree is able to automatically collect customer information to reward their repeat customers for coming into the store and as a result, increase their retail foot traffic.

In a three-month period, The Giving Tree's repeat customer base made 5,238 trips to the store. Additionally, another 823 customers joined their loyalty program for the first time, increasing the store's repeat customer base by 7.79% in 90 days. Based on Alex's initial assessment, repeat customers tend to spend at least 60% more than new customers in a single visit. Using the store's average order size of \$89.37, a minimum of a 60% increase in each sale from the store's 5,238 repeat customers tells us that through using the Stemless Loyalty solution, The Giving Tree **increased their revenue by \$280,872 in 90 days.**

## 3-Month Highlights



**5,238**

store visits by repeat customers



**823**

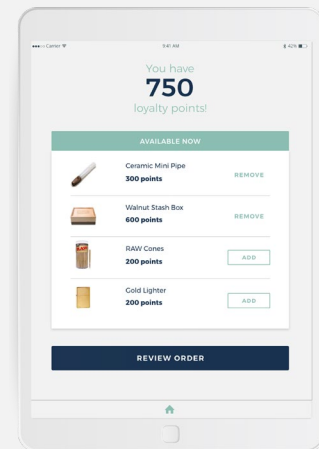
new customers joined their loyalty program



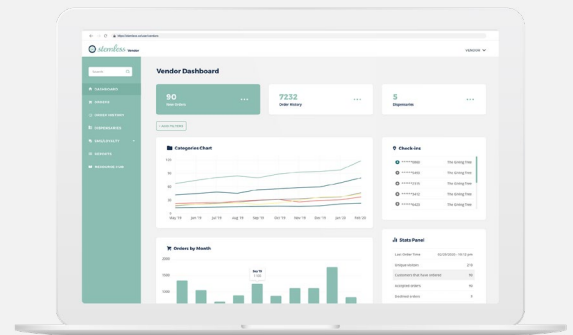
**\$280,872**

increase in revenue

## Loyalty iPad App



## Vendor Dashboard



Loyalty Users

ID	First Name	Last Name	Phone	Address	City	State	Zip	Created	Updated	Status
1000000001	John	Doe	555-555-5555	123 Main St	San Francisco	CA	94102	2020-01-01	2020-01-01	Active
1000000002	Jane	Smith	555-555-5556	456 Market St	San Francisco	CA	94102	2020-01-02	2020-01-02	Active
1000000003	Bob	Johnson	555-555-5557	789 Mission St	San Francisco	CA	94102	2020-01-03	2020-01-03	Active
1000000004	Alice	Williams	555-555-5558	101 Divisadero St	San Francisco	CA	94102	2020-01-04	2020-01-04	Active
1000000005	Charlie	Brown	555-555-5559	202 Broadway St	San Francisco	CA	94102	2020-01-05	2020-01-05	Active

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