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Washington State

Dispensary Success Case Study

Welcome to the forefront of cannabis retail evolution! At DopeApps, we take immense pride in our revolutionary cannabis mobile app product, an innovation that has significantly elevated the success of our dispensary customers. In an era where technology is transforming the way we interact with the world, having your brand seamlessly integrated into your consumers daily lives is a game-changer, and yet, it remains an undervalued opportunity.

Founded in 2021, DopeApps embarked on a mission to redefine the cannabis buying experience. Our goal was twofold: to make the purchase journey special for buyers and empower dispensaries with cutting-edge tools to not only increase traffic but also boost spending during each visit.

No business solution is complete without the ability to measure its impact. Our robust data analytics empower our dispensary partners to gain unparalleled insights into customer demographics and buying patterns. This strategic advantage enables them to maximize spending and, consequently, achieve an exceptional return on investment from the DopeApps mobile app.

This month, we're thrilled to spotlight our triumphant collaboration with the Uncle Ike's Pot Shop in Washington State. Since early 2024, our partnership has yielded extraordinary results in terms of sales, profitability, and ROI – exceeding expectations on all fronts.

In the realm of retail sales, a "good" ROI is often considered to be 5:1. Without giving away the plot of this exciting case study, rest assured that Uncle Ike's has soared beyond those benchmarks, and our dispensary average is far beyond as well. For any dispensary aspiring to elevate their business, the choice is clear – a "no-brainer" decision awaits.

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Partnership Orgins

Uncle Ike's Pot Shop is a five-location cannabis dispensary business located in the greater Seattle area of Washington state.

DopeApps and Uncle Ike's began our partnership early in 2024, and their mobile app was published in April of 2024. Since that time, they have seen their users grow steadily on a month-by-month basis along with, more importantly, their gross sales and profits directly attributable to the app.

Common Dispensary Problems

Uncle Ike's wanted to expand their reach in the markets they served as well as increasing customer retention and the direct connection to both new and established customers.

IKE'S PROBLEM 1

The dispensary's outdated and unreliable mobile app was creating friction for customers and damaging the overall brand experience. Frequent malfunctions frustrated users, and the lack of an integrated ordering feature meant missed opportunities to drive repeat sales and build loyalty. Instead of enhancing customer convenience, the app became a barrier, leaving the dispensary struggling to compete in a digital-first market..

IKE'S PROBLEM 2

The dispensary's website was not optimized for mobile ordering, causing a clunky and frustrating experience for customers attempting to place orders on their phones. This poor functionality led to a significant increase in abandoned carts, missed sales opportunities, and a weakened customer experience, ultimately impacting the dispensary's bottom line.

IKE'S PROBLEM 3

The dispensary's loyalty program was underutilized, with a low percentage of repeat customers engaging with it. This lack of participation limited the program's potential to drive customer retention, resulting in smaller cart sizes and a noticeable decline in overall gross sales. Without a strong digital strategy to promote and integrate the loyalty program, the dispensary struggled to maximize its value and incentivize repeat business.

Dispensary Mobile DopeApp = Solutions

Solution 1

DopeApps provided the dispensary with a fully customized, high-performance mobile app designed to enhance the customer experience and drive sales. The new app included seamless, built-in ordering functionality, ensuring customers could easily browse products, place orders, and stay connected to the brand. With advanced stability and intuitive design, the app eliminated frustration and became a reliable tool for both customers and staff. Plus, the app's push notification and analytics features empowered the dispensary to engage with customers effectively and track results in real time, transforming their digital presence into a true competitive advantage.

Solution 2

DopeApps delivered a cutting-edge mobile app tailored specifically for the dispensary's needs, providing a seamless and intuitive ordering experience for customers on their phones. The app was designed to optimize mobile functionality, ensuring fast load times, smooth navigation, and an effortless checkout process. By eliminating the frustrations of a clunky mobile interface, the dispensary drastically reduced abandoned carts, recaptured lost sales, and significantly improved the customer experience. With their new app, the dispensary was able to build stronger customer loyalty and boost their bottom line.

Solution 3

DopeApps revitalized the dispensary's loyalty program by integrating it directly into a sleek, user-friendly mobile app. The app made it effortless for customers to track points, redeem rewards, and stay engaged with the program. Push notifications and in-app promotions highlighted the value of the loyalty program, encouraging repeat participation and creating a sense of exclusivity. By streamlining the process and offering personalized incentives, the dispensary saw increased customer engagement, larger cart sizes, and improved gross sales, transforming their loyalty program into a powerful driver of retention and revenue.

dopeapps Product Details
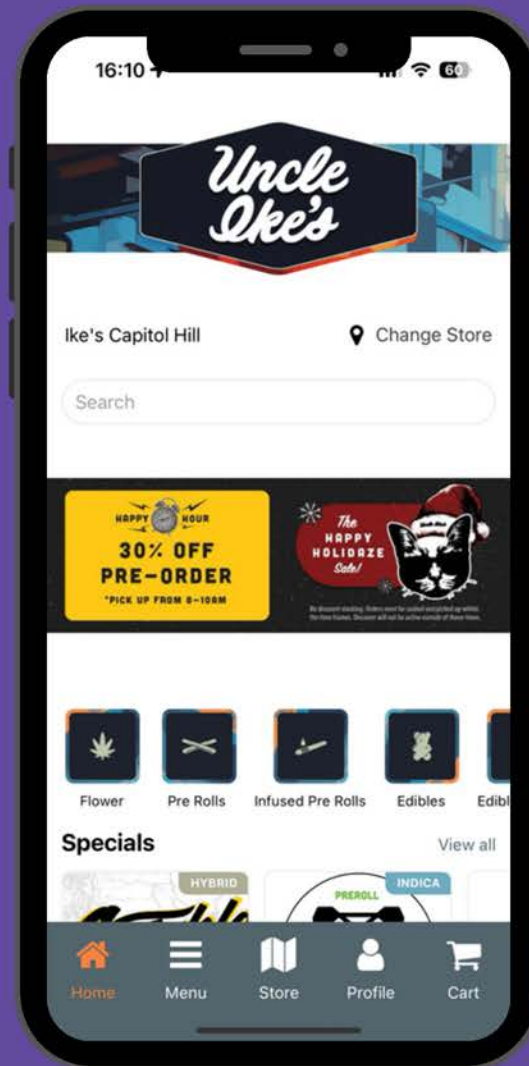
Seamless Loyalty Program Integration
- Automatically track and reward customer purchases to boost engagement.

Mobile-Optimized Ordering
- Enable smooth and fast product browsing, ordering, and checkout on any mobile device.

Push Notifications for Promotions
- Instantly reach customers with targeted deals and updates.

Personalized User Experience
- Tailor app features to meet the specific needs and preferences of your customers.

Real-Time Analytics Dashboard
- Monitor loyalty program participation and app engagement to optimize strategies.

Automated Updates for Offers
- Keep loyalty rewards, points, and discounts up-to-date without manual intervention.

Customer Account Profiles
- Allow users to easily manage points, orders, and preferences in one place.

Direct Integration With POS Systems
- Sync loyalty rewards and transactions with your dispensary's point-of-sale platform.

Timeplan

Most apps are designed, built, and delivered within just 4-6 weeks, ensuring a quick turnaround while maintaining top-notch quality. For dispensaries requiring custom features or unique integrations, timelines may vary slightly based on the complexity of external systems, but our team works diligently to keep the process as smooth and efficient as possible.

1. Demo/Contract Signing
Customer makes the decision to invest in a DopeApps mobile app.

2. Onboarding
Customer and dev team meet to share details and design app features and look.

3. 2 Weeks - Demo App
Beta version relased for customer testing and review

4. 4-6 Weeks - V1
V1 release of app and launch for live customers.

dopeapps Advantages

1. First 100% Native Mobile App in Cannabis
Lots of companies are moving into the cannabis app space. Most of them are technology companies that are focused on a variety of other area and don't specialize in apps. We are focused on building the best mobile app customer experience in cannabis.

2. User Friendly User Interface and Experience
One of the most important parts of the sales process in customer engagement. Our proprietary interface makes interaction smooth and easy for your customer.

3. Frequent Updates and Monthly Check-In's
Our development team is constantly working on app improvements to make your app stand out to the customers with the best and most relevant features. Our dispensary support team meets with you monthly to review analytics and optimize your app.
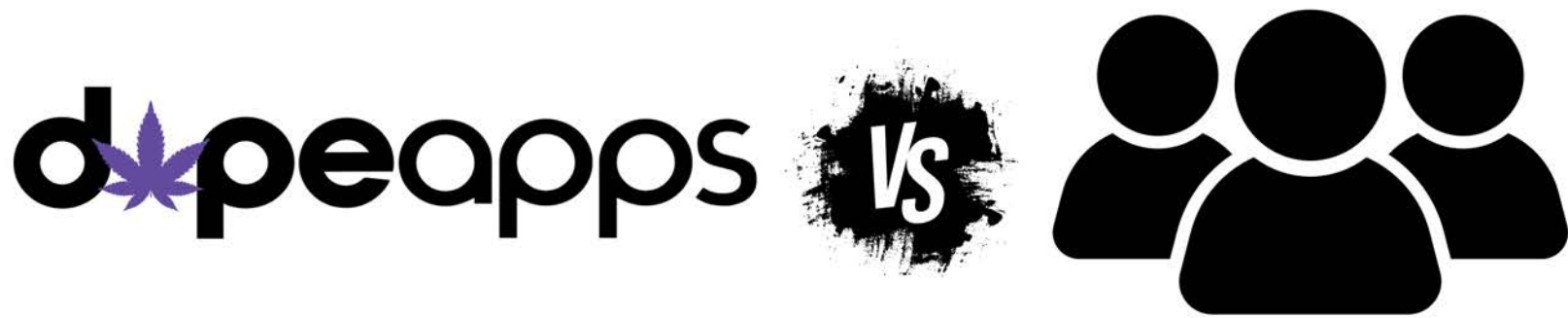
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Seamless, All-Inclusive SaaS Model

Why it Matters: The same cost after the initial commitment with DopeApps includes hosting, regular updates, and expert management. With competitors, those services are either non-existent or outsourced, leaving customers scrambling for extra support.

Competitive Edge: Dispensary owners don't want to juggle IT issues. DopeApps provides a fully-managed service that simplifies operations and delivers a better user experience for their customers.

Industry Expertise and Customization

Why it Matters: DopeApps is laser-focused on the cannabis dispensary industry. This niche expertise allows us to build apps tailored to dispensary needs, with full customization and features like native ordering and data analytics that drive results.

Competitive Edge: Competitors may take a generic approach to app-building, while DopeApps ensures every app reflects the dispensary's brand and helps them stand out in the market.

Complete Peace of Mind with Ongoing Support

Why it Matters: Your app isn't just a one-time project; it's a long-term investment. DopeApps handles hosting, updates, troubleshooting, and backend management so dispensary owners can focus on growing their business—not worrying about technical headaches.

Competitive Edge: With other builders, you're left managing the app yourself, leading to hidden costs and potential downtime. DopeApps ensures seamless performance 24/7.

Monthly Sales
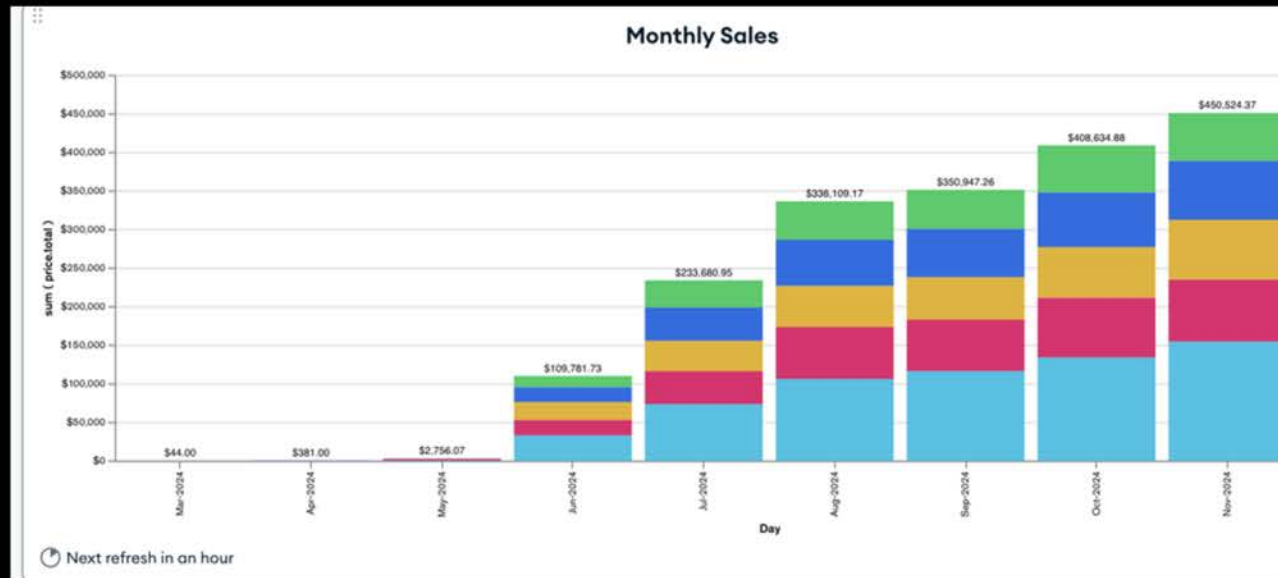
After implementing a fully customized mobile app powered by DopeApps, the dispensary experienced a dramatic increase in sales month over month.

- Steady Growth: From modest beginnings in March 2024, sales surged from $2,756.07 in May to over $109,781.73 in June, showcasing rapid adoption and improved customer engagement.
- Sustained Momentum: By July 2024, monthly sales doubled again to $233,680.95, highlighting the app's ability to drive repeat business and streamline ordering.
- Peak Performance: Sales continued to climb, reaching $450,524.37 in November 2024—a six-figure milestone that reflects improved customer convenience, loyalty, and retention.

This growth trajectory demonstrates how a reliable, feature-rich app with integrated ordering can unlock significant revenue potential, minimize abandoned carts, and position dispensaries for long-term success.

Daily Sales and Orders

Daily Sales for the last 30 days

# of orders per day for the last 30 days
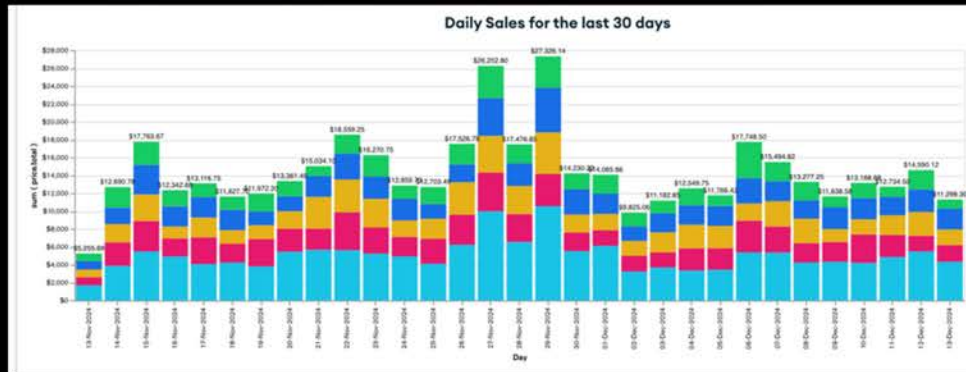
Following the implementation of the DopeApps mobile app, the dispensary experienced a significant increase in both daily sales and order volume over the past 30 days.

- Daily Sales Growth:
  - Peak sales reached an impressive $27,286.14 on Black Friday in November, highlighting strong customer engagement and app adoption.
  - Consistent daily performance saw sales frequently exceed $12,000 to $17,000, with notable surges driven by promotions or increased demand.
- Order Volume Surge:
  - Daily orders spiked to 498 orders on Green Wednesday, correlating directly with the highest sales day.
  - Order counts remained consistently strong, averaging between 250 to 300 orders per day, showcasing improved customer satisfaction and streamlined ordering through the app.

By providing a seamless mobile experience, DopeApps enabled the dispensary to boost both transaction frequency and average order size, driving reliable, sustained revenue growth while enhancing customer loyalty.

Active Users

Active Users
Users who placed an order in the last 30 days

2,750

Within the last 30 days from this case study being written in early December 2024, 2,750 active users placed orders through the Uncle Ike's mobile app powered by DopeApps.

- High Engagement: The app successfully drove significant user activity, reflecting strong adoption and customer satisfaction.
- Repeat Usage: A high number of active users highlights the app's effectiveness in encouraging repeat orders and building customer loyalty.
- Streamlined Experience: By providing a seamless ordering process, the app ensured customers stayed engaged and returned consistently to make purchases.

This milestone demonstrates the app's impact as a powerful tool for customer retention and revenue growth, transforming casual shoppers into repeat buyers.

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User Order Churn

The User Order Churn chart demonstrates the app's ability to retain customers and drive repeat purchases over time.

- Sustained Engagement: A significant concentration of data points along the right edge (December 2024) highlights users who continue to place orders consistently.
- Reduced Churn: Fewer users fall along the earlier months, showing a decrease in churn as the app keeps customers engaged with a seamless ordering experience and loyalty incentives.
- New User Adoption: The presence of data points from June onward shows strong onboarding of new users, with many converting into repeat customers.

This visualization underscores the app's success in reducing churn, fostering long-term customer loyalty, and maximizing lifetime value. By combining a frictionless experience with effective re-engagement strategies, the dispensary continues to grow its active, repeat user base.
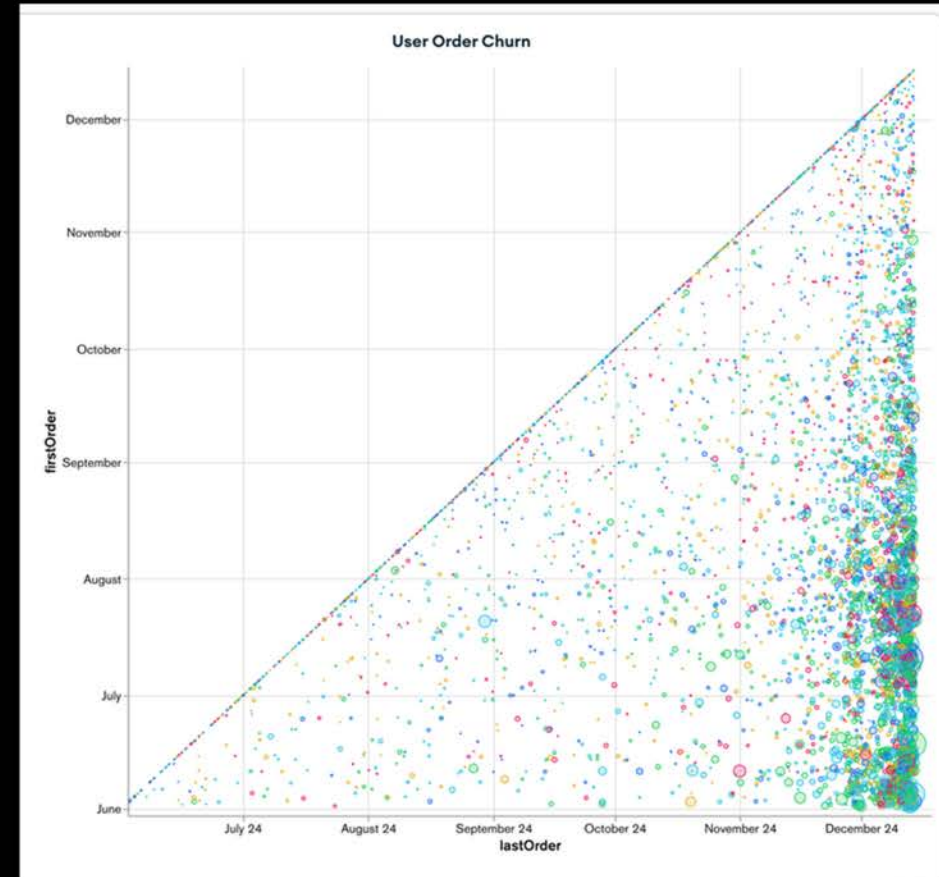
Return on Investment

Uncle Ike's came to us with an underperforming mobile app that was confusing their customers, failing to load at times, and worst of all, not allowing guests to purchase their products.

With their DopeApp in place, they have increased their e-commerce sales, adjusting for website cannabalism and still created over a half-million dollars of gross profit in 6 months.

Anyone interested in an extra half million?

2024

Return to Date

+3233%

The bottom line is this:

EVERY DAY YOU DON'T HAVE A DOPEAPPS MOBILE APP, YOU ARE LOSING MONEY.

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Thank You

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We are looking forward to partnering with you.