Product Update: Discover Online Deals

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By WM Communications Team

Cannabis consumers looking for a good deal will now have a more user-friendly experience on the Weedmaps app, website, and in-store. In late 2021, the company launched a new in-store and online deals experience aimed at helping cannabis businesses drive more online orders and foot traffic to their stores.

Newly-launched enhancements to the user experience and user interface on the Weedmaps consumer platform makes it even easier for deal-hunters to discover, search, and redeem the best deals from their favorite local retailers. On the business side, retailers can boost their deals by leveraging Weedmaps promotional marketing tools to reach and engage new customers.

While the overhaul to Weedmaps deals was expansive, there are a few key updates that make this an exciting revision to a popular Weedmaps feature:

Deals Discovery
Previously, it was difficult for users to find deals and even more difficult to determine which products were eligible for a deal. Now, however, deals have specific menu items associated with them and are shown everywhere users are -- including on product pages, SERP (search engine results pages), and brand pages.

Online Deals
Previously premium and standard deals were limited to in-store redemptions. Now, retailers can offer deal-hunters a simple way to view and apply Standard and Premium deals to their online orders at checkout. Clients can turn Standard or Premium deals into promo codes, and get more exposure with additional real estate across Weedmaps web and native iOS app.

To learn more about Online Deals, visit our **help center article**.