

Weedmaps Year in the News: 2021 Year Recap

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By WM Communications Team

While some had said 2021 was the "[least eventful year in cannabis](#)" -- especially when it comes to legislation -- for WM Technology, 2021 was a year filled with milestone moments to remember. Here's a look back at some of our highlights from 2021, and the outlets that reported on them.

- [For 4/20, Weedmaps Towered Over Times Square With a Message Against Incarceration](#) (April 20, 2021 - AdWeek)
April 20th is always a special day for Weedmaps, and 2021 was no different. As part of the company's annual campaign, Weedmaps bought advertising space in New York's Time Square to celebrate 4/20, and to congratulate the state for legalizing recreational cannabis.
- [Cannabis tech platform Weedmaps joins Nasdaq with \\$579 million infusion](#) (June 16, 2021 - MJBizDaily)
WM Technology officially went public in June with the Nasdaq ticker \$MAPS. While the journey to go public began long before 2021, the company was proud to be one of the only companies supporting the cannabis industry that is publicly traded on a U.S. exchange.
- [Weedmaps adds in-app cannabis purchasing for iPhone users](#) (August 11, 2021 - TechCrunch)
In August, Apple began loosening their restrictions around cannabis-focused apps on the App Store. This shift opened the door for Weedmaps to allow users to purchase cannabis in the iOS version of the Weedmaps app. Weedmaps users can now browse, select, and purchase their cannabis, then set for pick-up at the dispensary, or purchase through a delivery partner, all within the app.
- [Weedmaps Buys Sprout for Undisclosed Amount](#) (September 14, 2021 - Green Market Report)
Late in Q3 Weedmaps announced the purchase of Sprout, the leading cloud-based customer relationship management (CRM) and marketing platform for the cannabis industry. The acquisition helps round-out the company's WM Business business-in-a-box offerings with the inclusion of Sprout's complete CRM tool that includes text/email marketing, loyalty, mobile wallets, QR codes and more.
- [Weedmaps Releases First Data & Insights Report: Cannabis in America](#) (November 16, 2021 - Yahoo.com)
November was a milestone month for Weedmaps when the company released its first data and insights report, "Cannabis in America." The report compiled trends derived from Weedmaps order data, as well as bespoke research from four separate online surveys of both cannabis consumers and non-consumers.