

Product Update: WM Business Admin gets a 2022 Refresh

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By WM Communications Team

Weedmaps recently rolled out an updated Admin portal for our WM Business clients. The redesigned portal includes key features to improve user experience and benefit client listings, including engagement metrics, review summaries, and more.

"After receiving valuable feedback from our business clients, we are excited to introduce the latest release of our WM Business Admin portal," said **Joe Nguyen**, Senior Product Marketing Manager for Weedmaps. "The new interface will give businesses better insight into their listing's performance and expand their reach on Weedmaps."

A few of the new features include:

- **Engagement metrics:** clients now have a quick overview of how their listing is performing on Weedmaps. Data includes views, visitors, engagements, and estimated return on ad spend.
- **Premium listings:** Clients can now easily upgrade to a premium listing. When a client clicks "Contact us," they will submit a Salesforce case to alert the Sales Rep and Client Success team that this client is interested in a Premium Listing. Clients that already have a premium listing will not see this card displayed.
- **Review summaries:** Admin 2.0 now offers a centralized location to find a summary of all reviews for a listing. This allows clients to see how their dispensary listing is performing with Weedmaps users and respond if needed.

Other recent additions to the WM Business Admin page include: a "Complete Your Profile" section that nudges clients to complete their business profile (completed profiles typically see higher engagement), as well as a more accessible "Contact Your Rep" box that allows clients to quickly connect with their Weedmaps representative to get help and questions answered quickly.

These are just a few of the updated features of the new WM Business Admin portal as the Weedmaps team works to create better usability for clients and consumers. For additional information on the new Admin portal, check out the [Admin 2.0 FAQ page](#).