

Product update: Express reorder makes it easier for customers to find favorites

March 9, 2022



By WM Communications Team

Everyone has favorites, and now, thanks to a new express reorder feature, consumers can quickly and conveniently shop retailers where they previously ordered through Weedmaps.

Prior to this update, consumers needed to navigate back to their order history, or search for a specific retailer. With the new favorites feature, Weedmaps users browsing online and in the app will see a carousel on their homepage featuring retailers they've previously ordered from, sorted in chronological order by most recent order. In addition to a simpler order placement process for consumers, the reordering carousel provides more opportunity to drive repeat orders for Weedmaps business clients.

"We're excited to introduce this dynamic new homepage carousel to Weedmaps users, allowing them to save time when reordering from their favorite shops," said **Alyx Gatti**, Group Product Marketing Manager for Weedmaps. "We also hope this feature will help our retailers reconnect with and re-engage their customers, and build loyalty over time."

In order to view this feature, users in an applicable order-enabled region must be logged in and must have completed at least one previous order. If you're a retailer interested in learning more about WM Orders, you can get started [here](#).

Beyond this new carousel, look out for more new features that will continue to make it easier for consumers to quickly reorder items available to them locally.