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## **CASE STUDY**

# Site Squirrel Drives B2C Growth for a Retail Cannabis Dispensary

### **Understanding the Modern B2C Shopper**

Today's B2C shopper expects fast answers, personalized experiences, and seamless digital interactions. A retail cannabis dispensary in New Jersey, wanted to better understand and connect with visitors on their website. Site Squirrel B2C helped them meet customers at the right moment by tracking their digital behavior and offering real-time engagement options. This allowed the dispensary to convert more interest into action—before potential buyers lost interest or moved on to a competitor.



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# Site Squirrel Case Study - B2C

## Outdated Email Lists Were Hurting Their Growth—Until Site Squirrel Stepped In

Before Site Squirrel, the dispensary had a contact list of 1861 people, many of whom had outdated or invalid email addresses. With Site Squirrel's AI-powered validation and real-time updating, they were able to grow their verified contact list to 12571 high-quality leads in a three month period. This drastically improved their email campaign performance and allowed them to re-engage old customers while attracting new ones.



## Segmenting Leads by Customer Interests

Rather than organizing leads by region, the dispensary used Site Squirrel to segment leads by customer interests, based on the pages that they viewed and spent time on. This helped our team tailor their campaigns more effectively and send the right messages to the right audience, leading to higher engagement and more product sales.

## Behavioral Tracking Boosted Campaign Personalization

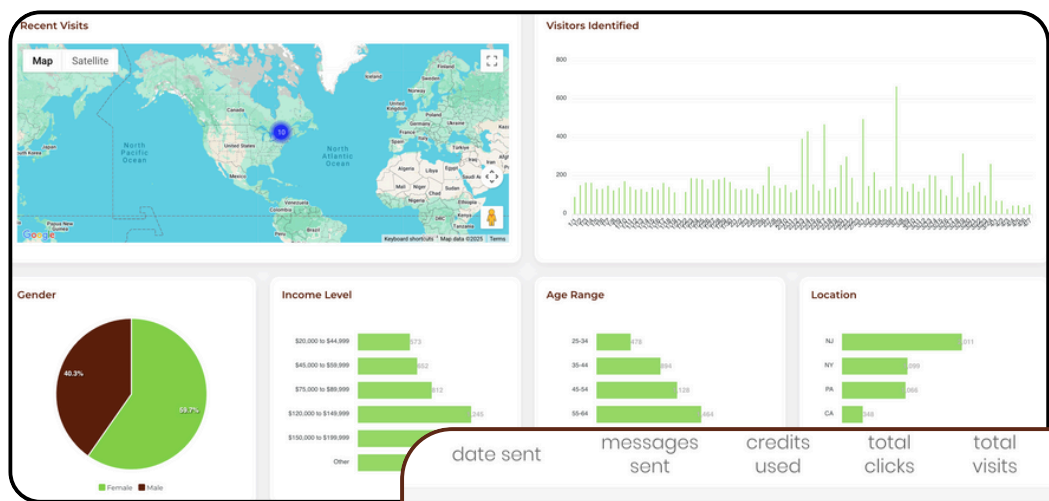
Whether a visitor read a blog post about anxiety, clicked on an ad for edibles, or subscribed to a newsletter, Site Squirrel tracked it all. Holistic Solutions used this data to personalize emails and on-site experiences. The result? A significant bump in conversions and stronger customer loyalty.

## Real-Time Visitor Alerts Turned Clicks into Customers

Using Site Squirrel, the client receives real-time alerts anytime a shopper visited their website. These alerts included data like the visitor's location, browsing behavior, and contact details—allowing the marketing team to quickly follow up with targeted offers. This made the difference between a lost visitor and a new customer.

Search Your Visitors					Export
Company	LinkedIn	Visited	Site	Source	
Boston Children'S...		4/9/2025 3:52:04 PM		.com	Direct
Ienjoy Home		4/9/2025 1:53:57 PM		.com	www.linkedin.com
Wells Fargo		4/9/2025 9:55:11 AM		.com	hs_email
Member Loyalty ...		4/9/2025 9:34:41 AM		.com	hs_email
Waterbury Hospit...		4/9/2025 9:30:26 AM		.com	hs_email
Kids Preferred		4/9/2025 9:29:54 AM		.com	hs_email
Gallo Vitucci Klar ...		4/9/2025 9:24:39 AM		.com	hs_email
Seattle Children'S		4/9/2025 5:35:03 AM		.com	Direct





## Nurturing the At-Home Cannabis Shopper

Many of the dispensary's website visitors browse from home or work on mobile devices. Site Squirrel helped them identify and connect with these anonymous shoppers by pulling verified contact info—even when they weren't logged in. This expanded their reach and helped convert passive browsers into subscribers and buyers.

## Easy Integration with Existing Tools

Site Squirrel plugged directly into the dispensary's email marketing, loyalty and eCommerce platforms, making it easy to add new contacts to campaigns and segment lists automatically. This eliminated manual work and let the team focus on strategy and content instead of data cleanup. The technology also allowed the new contacts to be placed into an automated drip campaign, and receive pertinent messaging with CTAs(calls to action) within moments of visiting the website.

## High-Quality Data = High ROI for the Retail Dispensary

With real-time visitor data, accurate contact info, and better campaign targeting, the dispensary has realized a significant return on investment. Their email open rates improved, website conversions grew, and their customer base expanded, leading to significant increases in sales volume—all thanks to smarter insights from Site Squirrel.

## Summary

Site Squirrel has helped a NJ cannabis dispensary grow their contact list by over 10,000 more verified leads in a few months, enabling more effective marketing and stronger customer relationships. By identifying anonymous visitors, tracking behavior, and integrating smoothly with their existing tools, our team was able to boost conversions, personalize communication, and increase customer retention. For B2C brands looking to convert traffic into loyal customers, Site Squirrel is an essential tool for growth.

In addition to providing access to over 700 million company and contact records, Site Squirrel scores and ranks leads according to their readiness to buy. This helps our clients and their sales teams focus their time and resources on the most promising opportunities, rather than chasing cold leads. As a result, our clients can shorten their sales cycle, increase conversion rates, and build stronger relationships with buyers who are actively searching for their products and services.

Want to see how Site Squirrel can transform your digital engagement? Visit <https://a2oak.com/site-squirrel/> to schedule a free trial.

Site  Squirrel



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