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# Leafly Insights Brings Localized Competitive Intelligence to Cannabis Retailers

Leafly's latest business offering makes it easy to compare competitor pricing, menus, and products at the neighborhood level

SEATTLE--(BUSINESS WIRE)--Leafly, the world's leading cannabis resource, today announced [Leafly Insights](#), a data analysis tool that helps cannabis retailers understand local market data so that they can better navigate a competitive market. Available through the Leafly Business Portal, Leafly Insights analyzes local cannabis trends and allows for store-to-store and menu-to-menu comparisons of cannabis products and pricing so that retailers can access this information quickly and at-a-glance.

“Most cannabis stores face their stiffest competition from the shop down the street, and yet localized data is hard to come by and can take hours to research. We are launching Leafly Insights because running a retail store requires constant evaluation so that business decisions can be made with confidence. Leafly Insights gives time back to store operators, putting all of this information at their fingertips for easy and informed decision-making,” said Matt Justine, EVP of Leafly Sales.

Using Leafly Insights, retailers can understand their local market by seeing top stores, strains, and most-viewed cannabis content, as well as review which strains and products are trending month-over-month and year-over-year. Retailers can also analyze product pricing in their neighborhood to build a more compelling pricing strategy with Leafly Insights, which has the ability to compare aggregate menus, products, and pricing of up to ten stores at a time and is updated daily with the latest information. With Leafly Insights data and analysis, retailers can make the most strategic merchandising, marketing, and procurement decisions possible.

“I can say unequivocally, Leafly Insights is a game changer for upper level management and active owners. Often business owners most valued asset is time and Leafly Insights feels like it was built specifically with this in mind,” said Chris Vining, owner of Seattle dispensary [Herbn Elements](#).

Learn more about [Leafly Insights](#) on [Leafly.com](#).

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#### ABOUT LEAFLY

Leafly is the world’s online destination to learn about cannabis, find cannabis strains and products, and buy them from legal, licensed retailers. More than 100 million people visit us each year because of our proven commitment to education and science-based information.

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