poof.

FOR LICENSED PRODUCERS | CO-OP ADVERTISING

Your ads. Their shelves. Your next account.

How LPs use Poof to drive shoppers into retail stores and win new listings.



THE PROBLEM

Landing accounts is still a cold pitch.

THE BUYER ASKS

“Who's going to come in and ask for it?”

YOU ANSWER WITH

A sell sheet, a sample and a promise. Nothing tied to their store.

THE RESULT

Slow listings, quiet delistings, and no proof of what your marketing sold.

5,000+ products in the OCS catalogue. A store shelf holds ~500–700. Every new listing pushes something off. (Sameer Padamsey, hifeelu)

THE PARALLEL

Cars solved this decades ago.

1

Ford runs the ad

THE BRAND

→

2

You visit a local dealer

THE SHOPPER

→

3

The dealer makes the sale

THE RETAILER

It's called **co-op advertising**. The brand creates the demand, the local store captures it.

Poof built the plumbing for co-op advertising in cannabis.

Your ad leads to a smart buy button. Every order goes to the nearest store with your product in stock.

poof.

HOW IT WORKS

An ad becomes a store sale.

1. **Targeted ads**
   Snapchat, programmatic and email reach shoppers near stores.
2. **Smart buy button**
   Every placement lands on one shoppable page with Add to Cart.
3. **Proximity routing**
   The order goes to the nearest store with live stock.
4. **Sale in the store's POS**
   Traced to the ad that sent it. Retailer-fulfilled, every time.



THE ACCOUNT-LANDING PLAY

Walk in with demand, not a sell sheet.

BEFORE

“Please list our product.”

You ask the buyer to take a risk on your behalf.

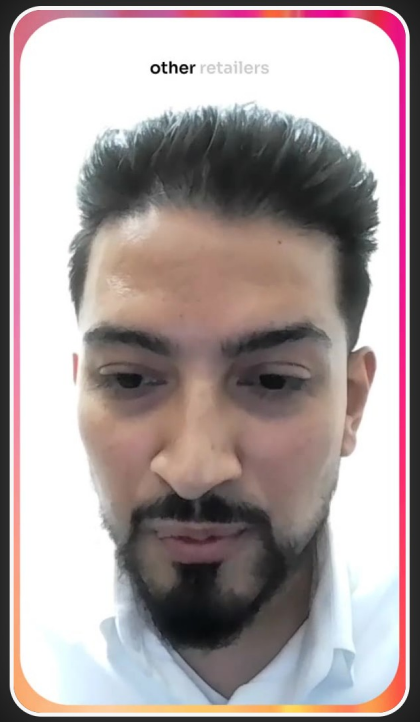
WITH POOF

“We're funding ads that send buyers to your store.”

You bring traffic, orders and a report on what sold.

IN THEIR WORDS

Both sides see a listing tool.



"There's virtually no way for us to work directly with a licensed producer in a compliant manner. This really creates an avenue where the responsibility of selling the product doesn't sit solely on the retailer."

MOE · MANAGEMENT TEAM, THE WE STORE

▶ Watch the clip



"Letting them know that you're spending marketing dollars towards not just your brand but to their store, and directing that traffic, could create a little bit of lubrication on those conversations for new listings."

SAMEER PADAMSEY · CO-FOUNDER, HIFEELU / UFEELU

CASE STUDY | POOF × WE STORE × HIFEELU / UFEELU

How we delivered a

+105%

increase in monthly unit sales.

↳ JULY vs APRIL–MAY MONTHLY AVERAGE · 30-DAY BRAND-FUNDED CAMPAIGN

poof. x We x HI FEEL U ufeelu™

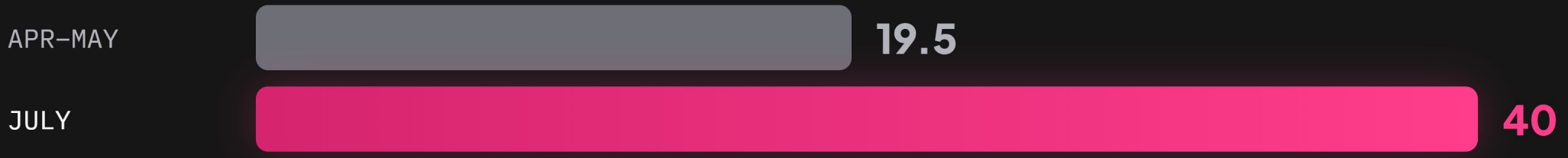
CAMPAIGN RESULTS

Real engagement. Real results.

67
campaign orders into the store's POS

~$1,000
in brand-funded media

$14.93
media cost per order



Combined units/month on the two hero SKUs. The rest of the reported assortment moved +5%, so the lift sat where the campaign pointed.

WHAT THE PARTNERS SAID

New guests. Known costs.

> “This was virtually all net new business to us, and that's a very big challenge to do.”
>
> MOE · MANAGEMENT TEAM, THE WE STORE

> “It was cool to see for the first time what our acquisition cost looks like.”
>
> SAMEER PADAMSEY · CO-FOUNDER, HIFEELU / UFEELU

HOW POOF WORKS

Brands fund the demand.

BRAND · YOU

Fund the media, supply the creative

Run campaigns and budget through Brand HQ to promote products via retail partners.

POOF

Runs the network

Retail ad network, POS connectivity, proximity routing and store-level attribution.

SHOPPER

Discovers and orders

Sees your ad, orders through Poof, receives it from a local store.

RETAILER

Stocks and fulfils

Joins the network, carries your SKUs, fulfils orders. No staff training needed.

WHAT IT TAKES

You send creative. We do the rest.

YOU PROVIDE

- ✓ Your existing ad creative
- ✓ One or two hero SKUs
- ✓ A media budget

POOF HANDLES

- ✓ Campaign setup and targeting
- ✓ Landing page and buy button
- ✓ Routing and store-level reporting

“One week later I'm getting a preview of a landing page. I thought somebody recreated my website for a second.” **Sameer, hifeelu**

Let's grow together.

FOR YOUR BRAND

Free 30-day pilot →

One or two hero SKUs. You fund the media; Poof runs setup, routing and reporting.

FOR YOUR RETAILERS

Bring them in free →

Stores referred with your Brand HQ code get 3 months of subscription credit, worth $150.

Contact us

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