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Product Ownership AI™

Breaking Through the SMS Barrier: Solutions for CBD & Hemp Companies

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Tyler Craig
Chief Revenue Officer

Passion for dogs, baseball & hanging with my family in New Hampshire.

Oh, and impactful software that connects companies to their customers!

Agenda

Part 1: The Problems: Regulatory Issues & Retention
Part 2: The Blustream Solution
Part 3: Why Product Ownership AI is Key
Part 4: Closing Remarks and Q&A

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Why is SMS so successful?

Connected Consumers are worth 10x their first purchase.

Source: McKinsey & Company – Nov 2021

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The Regulation Problem: SMS crackdown for certain industries

CTIA's SHAFT regulations prohibits text messages about CBD.

The FCC fines businesses $500 to $1,500 per unlawful message.

If content is not legal in all 50 states, carriers block messages and fine companies.

"A few SMS platforms, including AT&T, Twilio, Avochato, & T-Mobile, have announced they are terminating services for cannabis companies."

-National Cannabis Industry Association

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Companies in the $2T subscription economy are struggling to retain consumers.

"Subscription businesses lose 50% of their customers within the first 90 days."

-Chris George, Co-Founder SubSummit

"Connected Consumers are worth 10x their first purchase."

Source: McKinsey

"[Subscription companies] are now entering a third phase, or what we see as the retention phase"

Source: Minna-FT-Strategies

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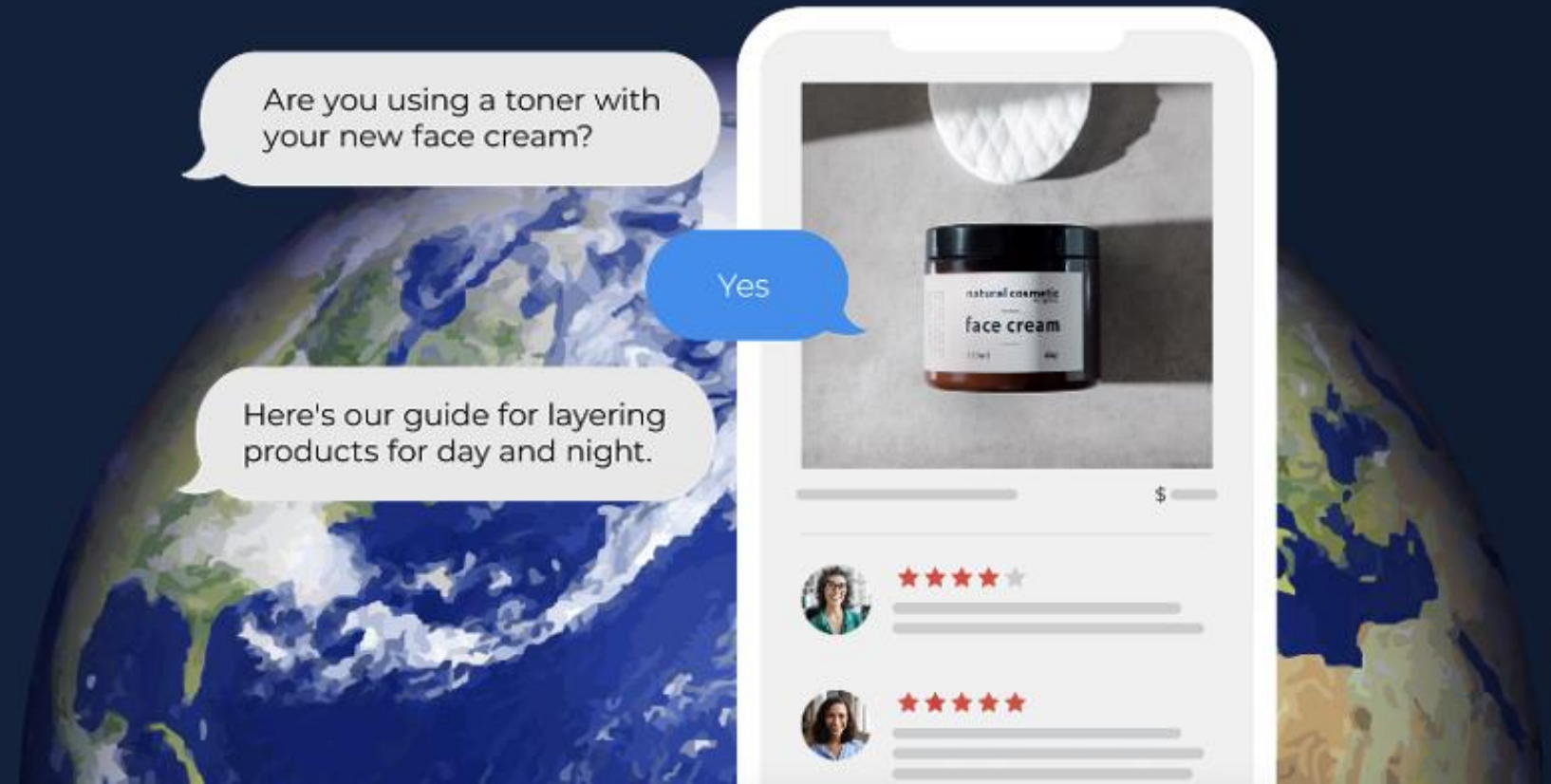
What if every product had a voice?



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Next Generation "SMS": What if products spoke at key moments?

UNBOXING
Personalized & digitized "getting started" instructions

USAGE
Optimized messages for unique usage cases

CARE
Help & care guidance enabled by zero-party data

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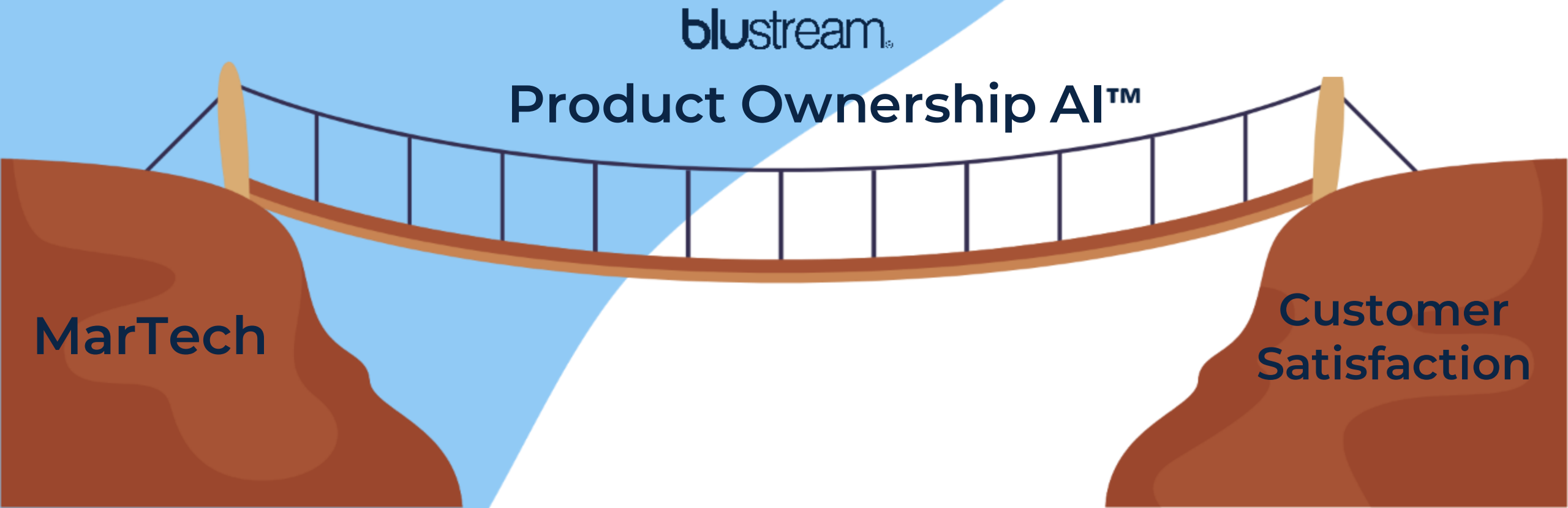
Blustream connects companies to consumers around a lifetime of product experiences.



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Blustream SmartText™

Welcome to Soul! You'll receive periodic news, alerts and usage recommendations from us to help Max with his CBD products

Hey it's your friends from Soul. In terms of your familiarity with CBD products, would you rate yourself a beginner or expert?

Beginner

Thank you! The only way to know how CBD will affect Max is to start with a small amount and note the effects. Starting a journal would be a good idea. LINK HERE

Thanks for reading through that. The key for beginners is to go low and go slow. Feel free to click here for additional info. LINK HERE

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Connect the lifecycle of your products with the lives of your customers & their furry friends.

Attributes & Characteristics of the Pet's Lifecycles like:

- ✓ Age
- ✓ Breed
- ✓ Size
- ✓ Ailments

Attributes & Characteristics of Pet Parent Lifecycles like:

- ✓ Experience level
- ✓ Interests with pet
- ✓ Lifestyle
- ✓ Location / environment

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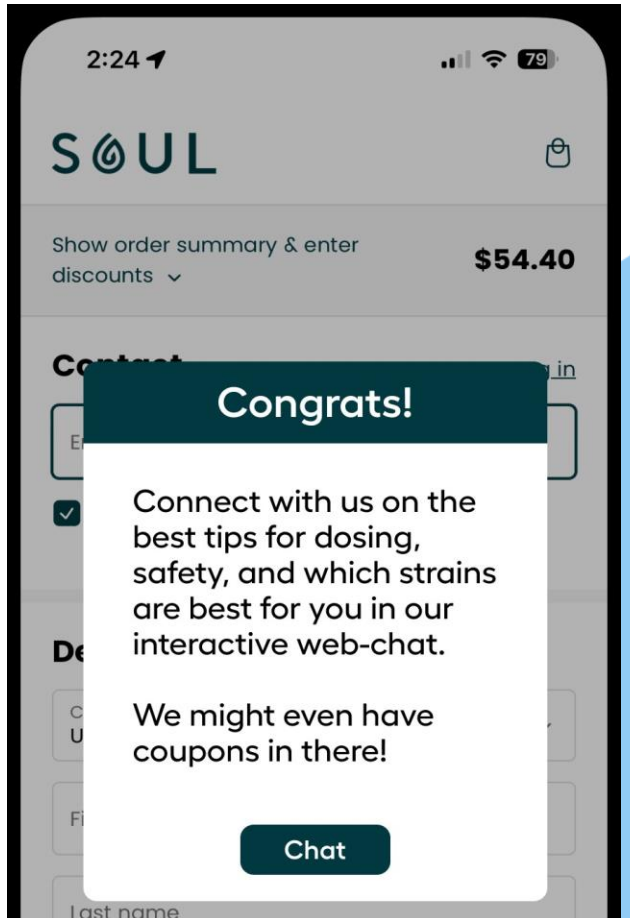
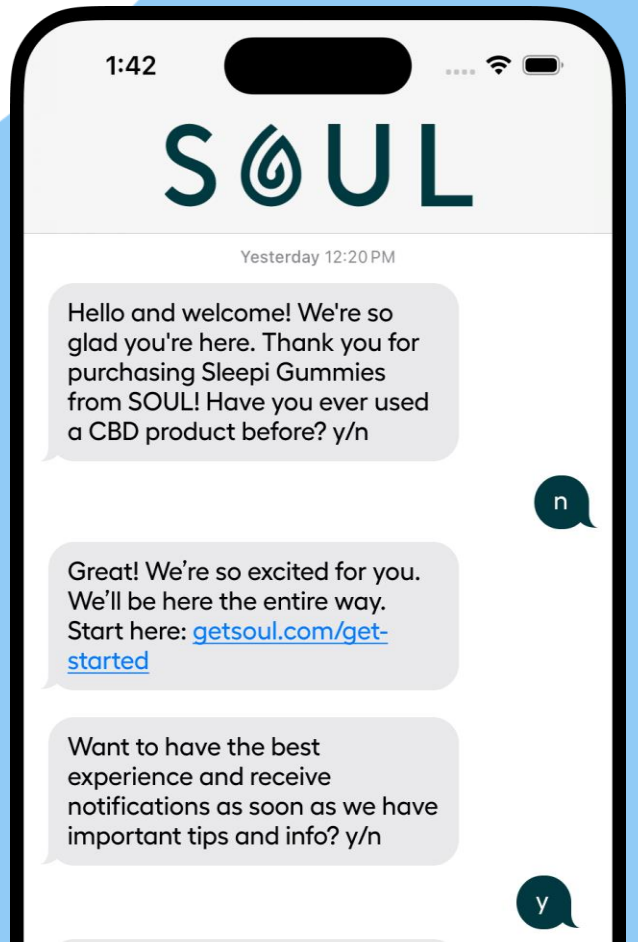
Connect to your customers with CloudText™





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Blustream customers retain 40% more consumers & grow revenue & LTV.

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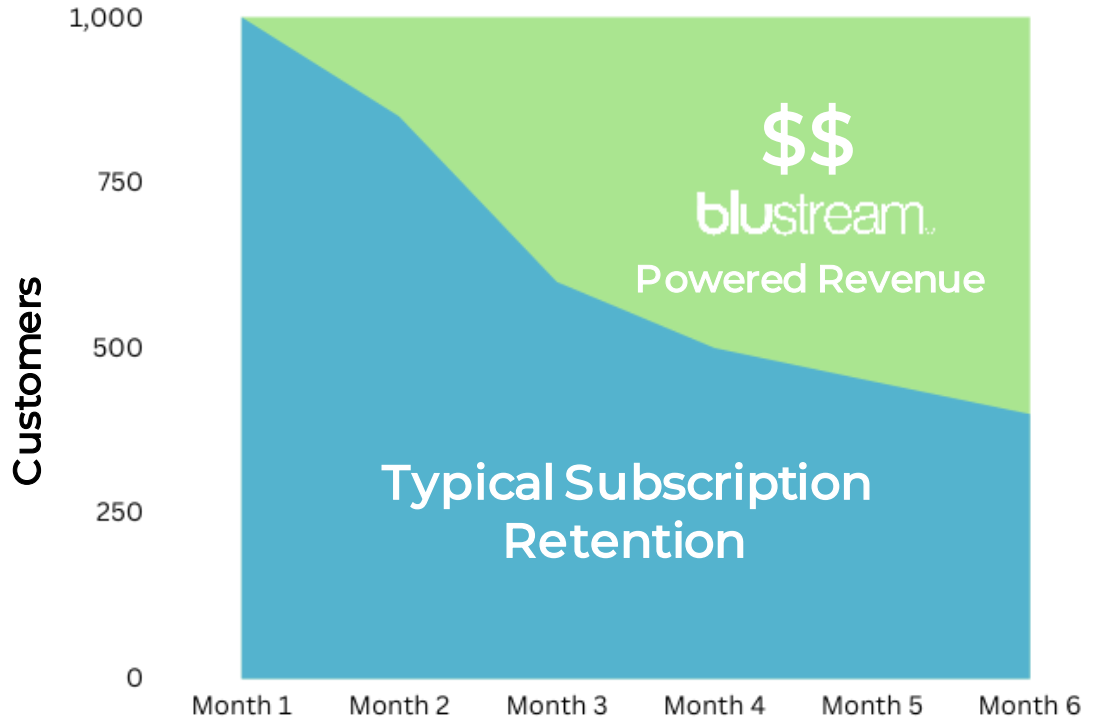
Higher Retention
40%

Higher Revenue
30%

Lifetime Value
2x



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Until now

Product teams have had no easy way to create, manage and measure product ownership experiences.

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"The most successful subscription businesses collect and analyze data. ”

Source: McKinsey

Rich Customer Profiles
Ask questions to understand the entire ownership lifecycle with your products.

Product Ownership Data Insights
Learn directly from your customers how and when they're using your products.

Detailed Historical Event Log
Identify trends and get in touch directly with customers who need intervention.

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Zero-Party Data – What's missing?

What you have:

- ✓ Website behaviors
- ✓ Interactions with content, ads, & emails

What it delivers:

- ✓ Segmentation and audience data for promotional marketing campaigns.

What you want:

- ✓ A direct channel to receive voluntary customer information, including *interests*, *preference*, *motivations*, and *needs*.

What it delivers:

- ✓ Information that enables personalization leading to loyalty, retention, & revenue.

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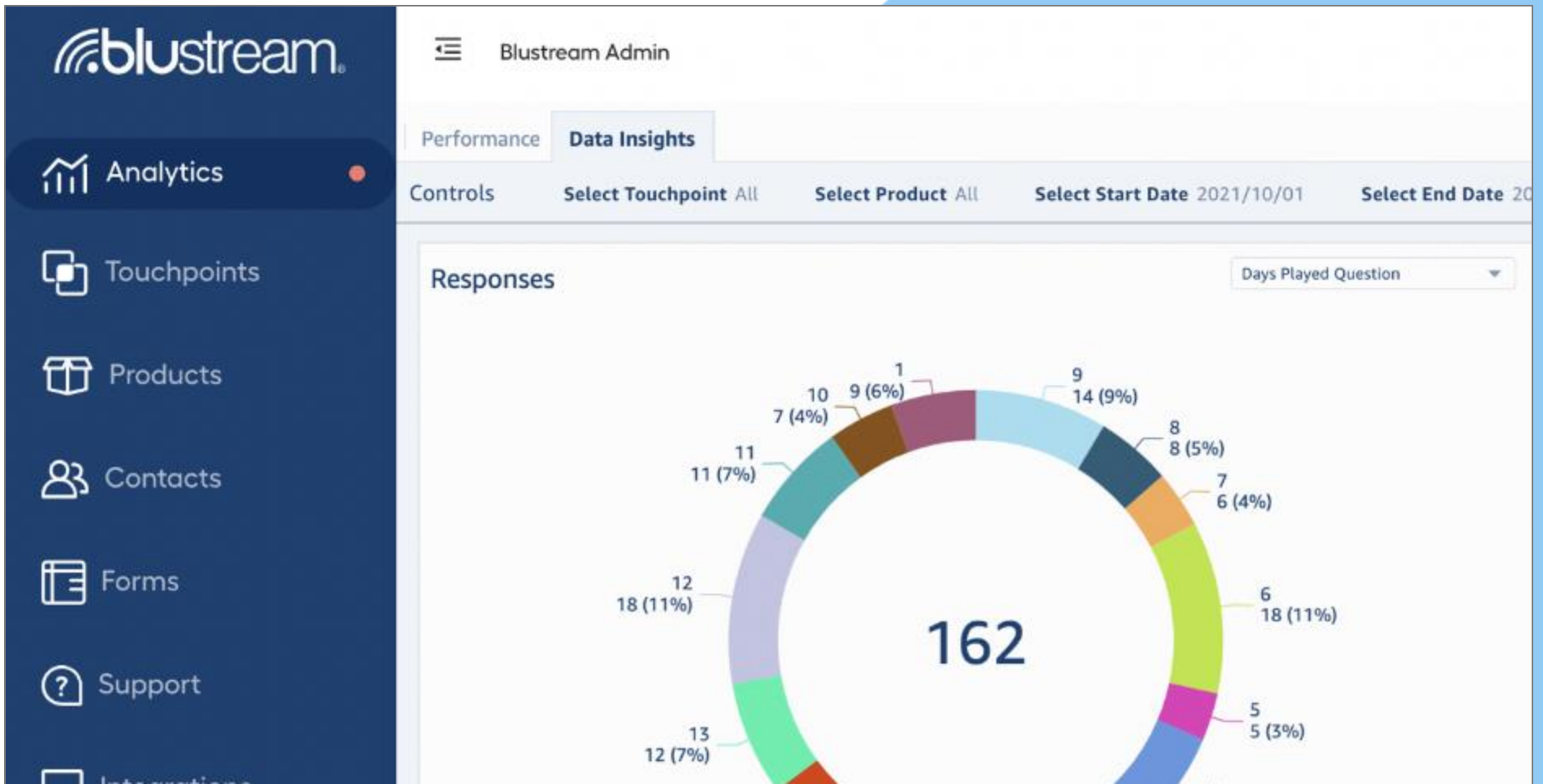
All in a simple platform



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Product Ownership AI™ powers personalized, contextual experiences.

Our Platform is Built on Patent Pending Technology

- Enhanced Inquiry Support*: Enables contextualized responses and personalized product ownership experiences
- Product-Owner Lifecycle*: Event-based, interactive, and personalized multi-threaded messaging around product unboxing, usage, and care experiences for lifetime relationships
- Perfectly Timed Messaging: Continuous data ingestion ensures customers always receive the most relevant information when they need it

* Patent Pending

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With us, everyone wins.

BRANDS
Better retention, cross-selling, revenue, and LTV

CONSUMERS
More trust with personalized experiences

BLUSTREAM
Loyal customers with easily identifiable ROI

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Give your products a (non-SMS) voice!

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