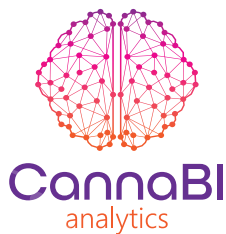




## CASE STUDY

### PETALFAST:

### ON THE CUTTING EDGE OF CANNABIS ANALYTICS TO DRIVE GROWTH



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### KEY TAKEAWAYS:

- ❑ *By using Dimensional Insight technology, Petalfast now has insight into data that companies in the cannabis industry haven't been able to get*
- ❑ *CannaBI allows Petalfast to make informed decisions in real time*
- ❑ *With Program Advisor, Petalfast can track performance on goals and provide transparency on those goals to suppliers*

### BACKGROUND

Based in California, Petalfast is the first-of-its-kind full spectrum sales and marketing agency for the cannabis industry. It helps build cannabis brands through innovative consumer-led sales and marketing strategies.

### THE CHALLENGE

Like many organizations establishing themselves in the cannabis industry, Petalfast found there was not a lot of data usage among cannabis companies. It is challenging for brand-builders to use data to make decisions when distributors are sharing their data with unsophisticated technology. Delays in end-of-month

# QUICK FACTS

**ORGANIZATION:** PETALFAST

**INDUSTRY:** CANNABIS

**LOCATION:** IRVINE, CALIFORNIA

**CUSTOMER SINCE:** 2021

**WEBSITE:** WWW.PETALFAST.COM

**SOLUTION:** CANNABI, PROGRAM ADVISOR



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**DIMENSIONAL INSIGHT HAS GIVEN US THE ABILITY TO LOOK AT OUR DATA IN REAL TIME. WE CAN COMPARE PERFORMANCE IN REGIONS, SEE HOW SALES PEOPLE ARE PERFORMING, AND MAKE DECISIONS THAT WILL IMPROVE OUR BUSINESS DRAMATICALLY IN REAL TIME. FOR CANNABIS BRANDS TO BE SUCCESSFUL, THEY NEED TOOLS LIKE THIS.”**

**JASON VEGOTSKY, CO-FOUNDER & CEO  
AT PETALFAST**

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reporting also presented challenges with understanding costs. In a nascent and quickly growing industry, Petalfast needed immediate access to data in order to drive its growth goals.

## SOLUTIONS

Dimensional Insight provides the tools that help keep Petalfast a step ahead of the competition in the cannabis industry. With Dimensional Insight's CannaBI and Program Advisor applications, Petalfast is able to analyze data in a way that was previously unavailable to companies in the cannabis market.

“Dimensional Insight has given us the ability to look at our data in real time,” says Jason Vegotsky, Petalfast's co-founder and CEO. “We can compare performance in regions, see how sales people are performing, and make decisions that will improve our business dramatically in real time. For cannabis brands to be successful, they need tools like this.”

## THE RESULTS

“CannaBI has changed our ability to see overnight,” says Vegotsky. “For us to be able to look at a brand in real-time and see how the distribution is coming in, where the distribution is coming in, and where we're winning and losing is extremely valuable. We never had anything like that prior to launching Dimensional Insight technology. Now our managers are able to provide our salespeople with a path to success.”

CannaBI allows Petalfast access to reports that they were previously unable to produce. “This is brand-new and something that is highly coveted in the cannabis space,” says Vegotsky.

Program Advisor allows Petalfast to track not just its own performance on goals, but it also allows its suppliers to see that performance on goals and allows payouts to happen on time. “Doing a salesperson incentive, tracking that incentive, paying out that incentive, and then finally billing back the supplier for that payout—that chain is something that could not be done in cannabis until we were able to get Program Advisor on board.”

The self-service aspect of the Dimensional Insight tools has also led to a more satisfied workforce at Petalfast. “Each one of our salespeople is now able to see their own business in real time and how they're performing,” says Vegotsky. “It has provided us with a dramatic uptick in sales, an uptick in culture, and an uptick in employee happiness because they have the tools to be successful.”