



CBD

Buyer vs. Non-Buyer Engagement



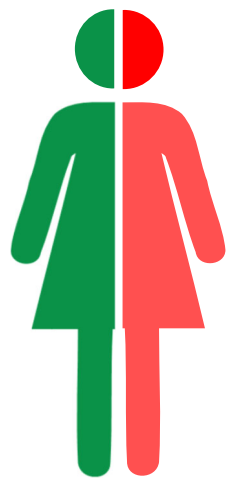
July, 2019 – March, 2020

Charlotte's Web



373

Total Emails Received



Receptra Naturals

104

Total Emails Received



3 of 4
Comms sent to Non-Buyer



500%
Increase in comms sent in February to March

