

Flowhub Unveils New Online Cannabis Ordering Platform

Flowhub Launches New Web-Based Cannabis Ordering Platform Designed to Boost Online Sales and Dispensary Efficiency

New E-Commerce Tool Aims to Streamline Operations, Increase Conversion Rates, and Deliver a Personalized Customer Experience for Cannabis Retailers

Flowhub, a leading cannabis software technology company based in Denver, has unveiled its latest innovation: a fully integrated, web-based ordering solution tailored for cannabis dispensaries. Launched on Monday, the platform called Flowhub Ecommerce, is specifically designed to increase revenue through improved online order functionality and conversion optimization.

Flowhub Ecommerce was created in collaboration with former Wayfair e-commerce experts, who brought their consumer retail experience into the unique and highly regulated cannabis industry. This new tool is set to revolutionize how dispensaries handle online orders for in-store pickup, combining speed, accuracy, personalization, and ease of use for both consumers and operators.

A Seamless Digital Shopping Experience Designed for Modern Cannabis Consumers

As online ordering becomes a cornerstone of cannabis retail, the demand for fast, reliable, and user-friendly platforms is growing rapidly. Many dispensaries struggle with clunky, outdated systems that result in inaccurate inventory listings, poor customer experiences, and lost sales.

Flowhub Ecommerce aims to solve these issues head-on with an emphasis on live inventory tracking, real-time customer data integration, and frictionless payments, all essential elements of a modern digital shopping experience.

The platform's capabilities center around improving the average order value, minimizing no-shows, and building customer loyalty through a personalized shopping experience.

Key Features of Flowhub Ecommerce Include Live Inventory Sync, Prepayment Integration, and Personalized Recommendations

The technology introduces several significant features that enhance both retailer control and consumer convenience:

- **Live Inventory Sync:** Online menus automatically update in real-time as inventory levels change. This ensures that customers only see and order products that are currently in stock, reducing disappointment and refund requests.

- **Integrated Pre-Payment via ACH:** Consumers can pay for their orders online directly from their bank accounts using secure Automated Clearing House (ACH) transfers. This functionality helps dispensaries secure payment upfront, reducing the incidence of abandoned orders or missed pickups.
- **Personalized Shopping Experience:** Returning customers can verify their identity via phone number and instantly access their purchase history, loyalty points, rewards, and personalized product recommendations. This level of customization mirrors the e-commerce standards seen in other major industries.
- **Fast Setup and Custom Branding:** Retailers can deploy branded online menus without the need for advanced coding skills. The platform comes equipped with Flowhub's full product catalog and ready-to-use templates that can be customized to reflect the dispensary's unique identity.

Early Results Show a 27% Increase in Average Order Value for Dispensaries Using Flowhub Ecommerce

Even before its public launch, Flowhub Ecommerce was quietly tested by select dispensaries through an early access program. In over \$1.5 million in early-access transactions, participating businesses reported an average order value 27% higher than previous e-commerce solutions.

This increase is attributed to the platform's intelligent product discovery, real-time promotions, and upselling functionality — all designed to guide customers toward larger purchases without compromising on user experience.

Retailers using the tool also reported reduced cart abandonment and smoother in-store fulfillment, thanks to accurate menu listings and fewer payment complications.

Flowhub Aims to Fill a Critical Gap in the Cannabis Industry's E-Commerce Landscape

While cannabis retail has made significant strides in the last few years, it has often lagged behind other consumer sectors in terms of digital experience. With federal restrictions and regulatory hurdles making third-party payment integration and marketing more difficult, dispensaries are often stuck using outdated tools that fail to meet consumer expectations.

Flowhub's new e-commerce platform responds directly to this industry wide pain point. By consolidating menu management, payment collection, customer personalization, and branding into a single platform, Flowhub is giving dispensaries the tools to compete with mainstream retail businesses.

Company founder and CEO Kyle Sherman emphasized that cannabis retailers need more than just an attractive website. They need a robust platform that not only looks good but also converts shoppers into paying customers and enhances operational efficiency.

Flowhub Continues to Expand Its Role as a Leader in Cannabis Retail Technology

With over a decade of experience and a reputation for reliable compliance software, Flowhub has consistently led the charge in bringing enterprise-grade technology to cannabis businesses. The company's flagship point-of-sale system, compliance automation tools, and inventory management solutions have become widely used across licensed dispensaries in the U.S.

Now, with the launch of Flowhub Ecommerce, the company is adding another powerful tool to its suite, this time focused on unlocking online revenue potential and giving dispensaries more control over their digital storefronts.

Sherman added that the platform was developed not just to "look pretty," but to provide actionable, measurable results that drive profitability. This approach mirrors broader trends in cannabis technology, where operators are seeking integrated systems that can scale with business growth while maintaining regulatory compliance.

What This Means for the Future of Cannabis E-Commerce

The launch of Flowhub Ecommerce signals a new chapter in the evolution of cannabis retail. As more states legalize recreational use and customer expectations shift toward digital-first experiences, dispensaries that invest in robust e-commerce infrastructure will have a significant competitive edge.

With increasing pressure to maintain margins, reduce overhead, and build long-term customer relationships, dispensaries can no longer afford to rely on outdated ordering tools or fragmented platforms. Flowhub's latest product is positioned as a turnkey solution for businesses ready to take their online sales to the next level.

Early access users have already begun to see the benefits in revenue, efficiency, and customer satisfaction, suggesting that Flowhub Ecommerce may soon become a staple across dispensaries seeking modern retail performance.

As more retailers adopt the platform, Flowhub is likely to roll out additional features, integrations, and insights to further refine the cannabis e-commerce experience.

Flowhub Ecommerce Sets a New Standard for Cannabis Online Ordering

- Real-time inventory updates ensure customer satisfaction and efficient operations.
- Integrated ACH payments secure revenue up front and reduce no-shows.
- Personalized experiences boost customer loyalty and average spend.
- Easy setup and brand customization allow fast deployment with no technical barriers.
- Early adopters saw a 27% boost in average order value compared to legacy platforms.

As the cannabis industry continues to mature, platforms like Flowhub Ecommerce will play a critical role in shaping the digital future of dispensary operations, giving cannabis businesses the tools they need to thrive in an increasingly competitive and tech-savvy market.

Email: info@cannabisriskmanager.com | Phone: +415-226-4060

© Copyright 2025 Cannabis Risk Manager. All Rights Reserved