Retail Apps are Relationship Based
POWER OF NATIVE APPS
APPS FOR YOUTH PREVENTION

- Login Can be Required
- Native Technology
  - Fingerprint Scanner
  - Facial Recognition
  - Retina Scanning
- Age Verification
  - Photo Verification as Gold Standard
- Consumer Behavior
  - Generally Don’t Share Devices
  - Unique Device ID
POWER OF NATIVE APPS
APPS FOR RESPONSIBLE RETAILING

- Opt In
- Push Messaging
  - Advertising
  - Push to Scale
  - Segmentation & Personalization
    *Based on Tags, Behavior, or Login*
- Digital Wallets
- Loyalty
- Omnichannel - App, Online, & at POS
WORKING WITH TECHNOLOGY PARTNERS

- **Device Manufacturers**
  - Apple & Google
  - *Age restrictions too low*
  - *Apple moving toward preventing sale*

- **Technology Providers**
  - Confirm.io

- **Ecommerce Platforms**
  - Shopify, Bigcommerce, Magento, etc.
  - *Great best practice partners to manage smaller retailers*
  - *Smaller eCig merchants (8-10k online)*
  - *have little reason to follow best practices*
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