

**2025**

# **420 Data Report**




**RankReallyHigh**

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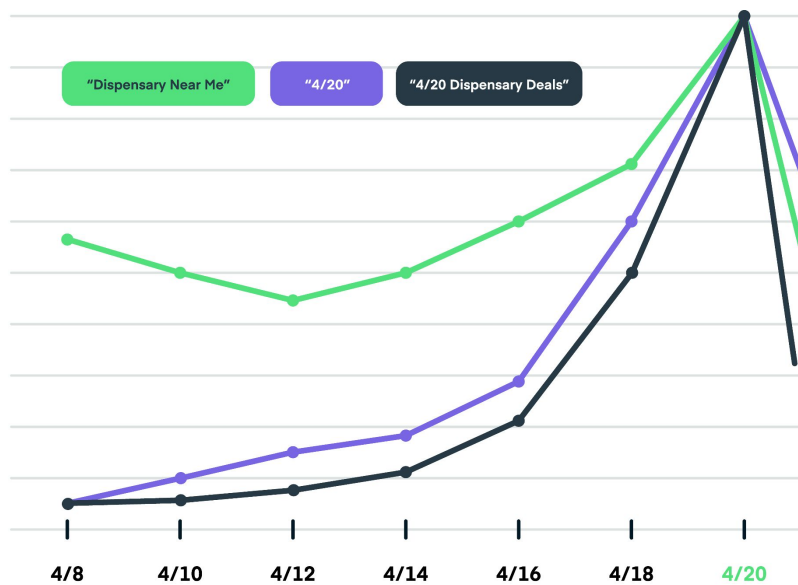
This report compares 420 weekend performance (April 18–20, 2025) and the day of 4/20 (April 20, 2025) to a baseline weekend in March (March 14–16, 2025). It is based on anonymized data from Rank Really High's network of legal cannabis e-commerce dispensaries across the United States and references: traffic, conversions, and product trends.

 All data reflects dispensaries in the Rank Really High network and may not represent nationwide or industry-wide trends.

# Search Behavior & Google Trends

We reviewed four core cannabis-related search queries using Google Trends (April 1–21, 2025) and here's what it showed us:

## 2025 420 Search Behavior



Based on Google Trends search interest data for the United States between April 8–21, 2025.



Planning started early  
Searches for “dispensary near me” began climbing early as April 14th, with “dispo near me” following behind.

Interest in “4/20 dispensary deals” rose starting April 14, peaking right before and through the holiday — a clear sign that shoppers were searching for promotions ahead of time.

## Top States by Search Interest

- “Dispensary near me”: High in CA, MI, MA, MO
- “Dispo near me”: Spiked in IL, OK, and AZ
- “4/20 dispensary deals”: Prominent in legal markets like CO, NV, and MA

Local search volume reinforces the need to update Google Business Profiles and push deals in the week leading up to 4/20.



# Traffic & Engagement

We compared the 4/20 weekend to a typical weekend in March — and saw major lifts across the board. **More people visited, stayed longer, and came back for more.**

Let's break it down:

## **+33% total sessions:**

Shoppers were highly active across the board, browsing more frequently and in greater numbers.

## **+42% new users, +51% returning users:**

Strong mix of discovery and loyalty — but returning shoppers drove the biggest jump.

## **–7.3% bounce rate:**

Fewer users dropped off without engaging, indicating stronger site content and/or intent to buy.



## **Takeaway:**

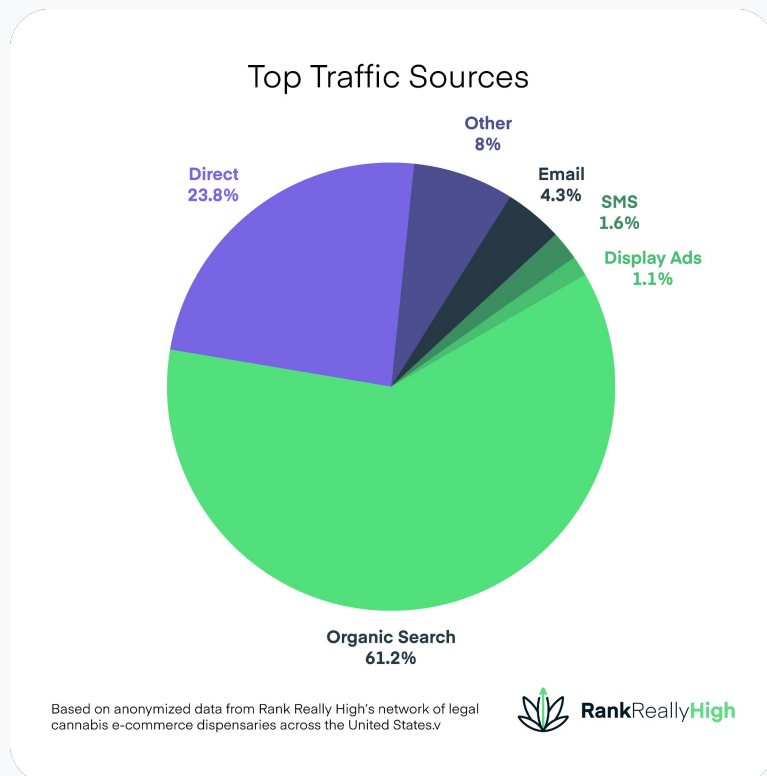
Your digital storefront wasn't just busier — it was stickier. Returning customers especially showed up and stayed.

# Top Traffic Sources

This 4/20, we saw strong performance from traditional channels — and major gains in owned media. Let's take a look at the top traffic sources and compare them to a typical weekend in March.

Organic Search	Email	SMS	Display Ads
↑ +43.9%	↑ +129.3%	↑ +151%	↑ +120.6%

\* This chart compares traffic sources of the 2025 4/20 weekend and a weekend in March.



**Organic search led the pack**, responsible for over 60% of all online sessions.

**Email traffic more than doubled compared to a typical weekend in March**, highlighting the impact of well-timed campaign sends.

**SMS traffic surged by 151%**, making a strong case for mobile-first messaging strategies.

**Organic search drove the majority of engagement**, reaffirming the need to have SEO that counts and ensure your Google Business Profile and website are fully optimized ahead of key holidays. **Owned channels delivered outsized returns.** If you're not already nurturing your audience year-round, now's the time to start.

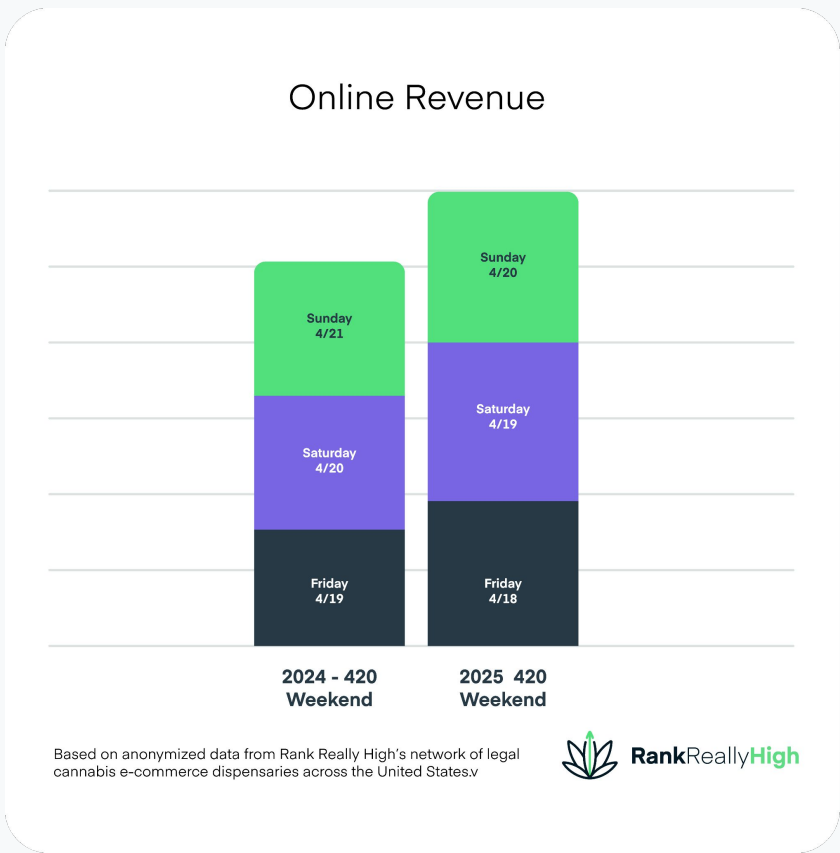
# YoY Comparison

Looking at year-over-year data helps us understand how 420 evolves over time — especially when it falls on a major holiday. Revenue and sessions were down online year-over-year on the day itself. This was likely due to 420 falling on a major holiday. Lets take a look at the weekend as a whole:

Revenue	Avg. Engagement Time	Sessions	Purchases
↑ +22.6%	↑ +8.3%	↑ +17.6%	↑ +27.1%

\* This chart compares the 420 weekend Friday - Sunday from 2024 and 2025

The 2025 420 weekend saw surges across the board — more sessions, more purchases, and more time spent online — proving that shoppers still showed up ready to buy.



Even though 420 landed on Easter Sunday, shopper behavior stayed consistent to last year — Saturday was still the peak day for online revenue.

**The strategy?** Don't focus on *just* 420. Plan promotions for the days around it too.

# Sales & Conversions

We compared 420 weekend sales performance to a typical weekend in March — and the percentage increases tell a clear story: **shoppers came to spend.**

Revenue	Orders Purchased	Conversion Rate	Average Cart Price.
↑ +32.5%	↑ +39.5%	↑ +23.6%	↑ +16.5%

\* This chart compares the Friday– Sunday from 4.18.2025–4.20.2025 to a Friday–Sunday in March

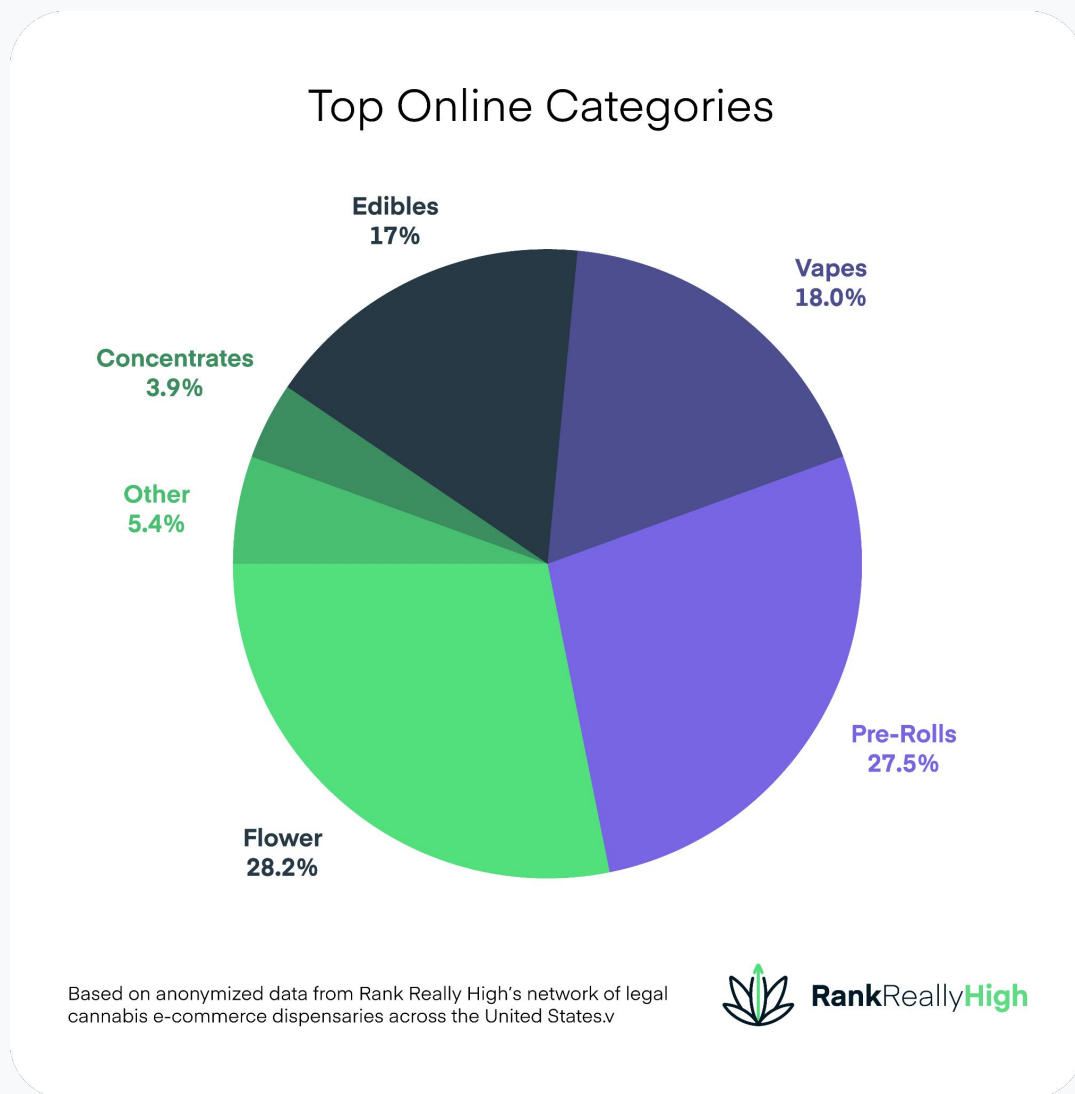
**Shoppers were converting at a much higher rate**, meaning your traffic wasn't just bigger — it was more valuable.

**Customers placed more orders online** and spent more per purchase, pushing up both volume and average ticket size.

The increase in cart value and conversion points to smart promotions and a high-intent audience ready to check out.

The 420 weekend wasn't just busy — it was efficient, profitable, and full of buyers ready to click "checkout."

# Top Purchased Items Online



**Flower** led with 28.2% of all items purchased online, growing 32% over a typical March weekend. **Pre-rolls** weren't far behind and saw the biggest growth spike of any core category at 48%.

**Vapes**, although purchased less often, packed a revenue punch — bringing in nearly double the revenue of pre-rolls.



# Top Brands Purchased Online

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These are the Top Brands Purchased on sites powered by Rank Really High over the 420 weekend.



## **Flower:** ILLICIT

**Revenue:** ↑ +36% from March

Strong presence across multiple dispensaries, top performing brand in flower.



## **Vapes:** Jukebox

**Revenue:** +38% from March

High conversion, showing strong appeal in vape/concentrate segment.



## **Edibles:** Wyld

**Revenue:** ↑ +33% from March

Massive reach, top edible brand by far in both sessions and orders.



## **Multi-Category Standouts:**

Simply Herb & CODES

**Both grew in flower and vape/concentrate categories**

Strong conversions + availability across retailers  
= rising influence.

# Wrap – Up

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The numbers from this year's 420 weekend make one thing clear: **online cannabis shopping isn't slowing down — it's getting smarter.**

Shoppers started browsing early, came ready to buy, and responded to well-timed marketing across every channel. Even though the holiday landed on Easter Sunday and underperformed year-over-year on the day itself, **the weekend outpaced March by double digits across revenue, engagement, and conversion.**

Product trends also continued to evolve. **Pre-rolls and vaporizers saw major growth**, and **returning customers drove the highest revenue**, showing the value of loyalty-focused strategy. Meanwhile, owned channels like email and SMS outperformed expectations, and organic search remained the largest traffic driver.

420 isn't just a day — it's a week-long opportunity. And with the right digital infrastructure, strategy, and timing, it can outperform every other weekend of the year.

## Not on Rank Really High yet?

Join the smartest dispensaries online, and prepare your dispensary's online store for next major cannabis holiday.

[Book a Demo](#) and get a free website audit.



**Rank**Really**High**