

Leaf Traders Launches First Survey Marketplace for Cannabis and Hemp Market Research



TRAVERSE CITY, Mich. ? September 24, 2019 /[Canna Newswire](#)/ ?]Leaf Traders, a development company, is launching the first self-service survey marketplace for qualitative cannabis and hemp market research.

The Cannabis Survey Marketplace is a platform for customized cannabis and hemp B2C and B2B research and offers consumers cash rewards for completing surveys.

It's crucial for industry startups and established businesses to obtain consumer data and opinions. The sector is experiencing exponential growth, with several segments operating with little to no data, said Founder and Chief Executive Brad Basar, a longtime advocate who established Leaf Traders in 2017. CSM is Leaf Trader's first platform launch to serve the online data and marketing needs of the cannabis and hemp industry.

CSM is modernizing an outdated market research model built on costly subscriptions that lack immediate business insights in today's evolving economy. A CSM survey with 200 respondents is \$600 compared to the industry standard of \$5,000 to \$15,000.

Businesses, professionals and consumers can create and post custom, targeted surveys fast and seamlessly utilizing three question formats, six survey types and thousands of targeting configurations. The breadth and scope is the differentiator, considering market research in cannabis and hemp is primarily limited to flower strains and products. CSM allows users to research any issue, from regional trends and business needs to cultivation practices and consumer products.

Addressing the lack of online marketing tools in the cannabis and hemp industry, users can create branded surveys that provide business insights and targeted marketing to likely customers.

On the consumer side, CSM provides real cash to cannabis influencers in one of the hottest and fastest growing sectors in the U.S. and Canada. The North American cannabis market is projected to grow from more than \$8 billion in goods and services in 2017 to \$35 billion by 2023, according to Research and Markets.

Visit leaftraders.com to set up a free account and subscribe to Leaf Traders' monthly newsletter, Cannabis Inspired Innovations. Follow @leaftraders on Twitter, Instagram and Facebook.

About Leaf Traders

We are cannabis advocates developing innovative technology to promote the cannabis/hemp industry and community. Leaf Traders is sponsoring Michigan's Commercial Cannabis Conference & Expo Oct. 11 and 12 in Detroit and will showcase its technology at MJBizCon, Dec. 11-13 in Las Vegas.

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