

# HOW TO BOOST CUSTOMER ENGAGEMENT WITH THE POWER OF PRODUCT SAMPLING

## E-commerce Buyers Love Product Samples

When samples are tucked into consumer E-commerce packages:

**100%**  
Open Rate

**OVER 96%**  
Trial Rate

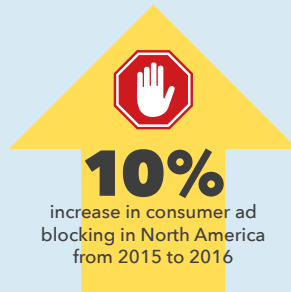
**UP TO 32%**  
Conversion Rates



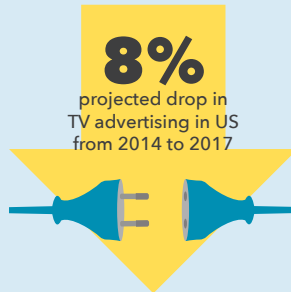
### E-commerce Buyers Who Receive Samples Love To Share



2X more likely to share their experiences through social media



### Sampling Fills A Gap

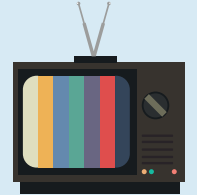


## Product Sampling Spurs New Product Sales

**73%**  
of consumers said a product sample would persuade them to buy

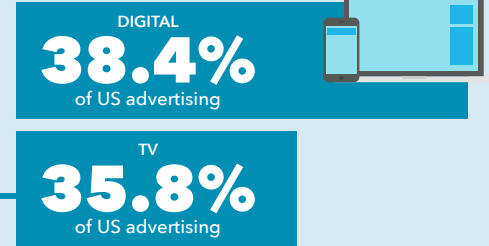
**19%**  
said a TV ad would persuade them to buy

**VS**



Brand spending on sampling is expected to exceed **\$40 billion** by 2020.

US Digital Advertising to Surpass TV Advertising in 2017



### What Makes A Successful E-Commerce Program?

- Large proprietary E-commerce Media Network
- Personalized samples based on lifestyle and psychographic categories
- Experienced partner reaching hundreds of millions of buyers a year
- Full-service, turnkey program execution

## BrandShare = E-Commerce Product Sampling

The World's First & Largest E-Commerce Media and Sampling Network

**760+**  
Retail partners in our proprietary E-commerce Media Network

**75 M**  
E-commerce buyers a month reached at home

**2.2 B+**  
Samples and inserts distributed to date

**42**  
Lifestyle and psychographic categories to match samples with consumer buying behavior

BrandShare is Walmart's AOR for all subscription box and loyalty sampling programs.

## Who Uses BrandShare E-commerce Product Sampling?

The world's best-known brands:



Major E-commerce retailers such as:



Sources  
BrandShare  
Adobe Digital Insights/PageFair  
eMarketer  
eMarketing.com  
MRI  
Sampling Effectiveness Advisors

Promotion Marketing Association  
Product Sampling Council  
Yankelovich Monitor  
PQ Media  
ANA

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