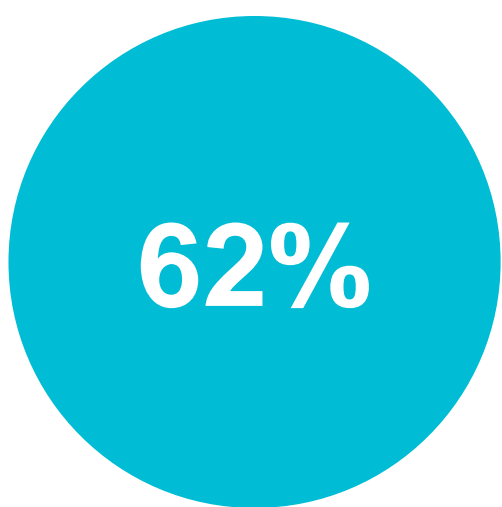


# A Better Way to Sample

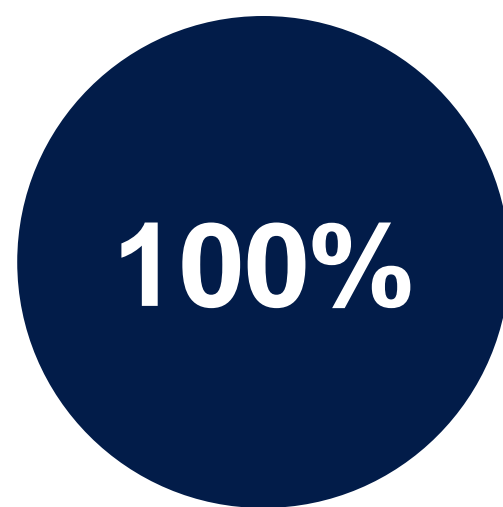
Highly targeted, technology driven program delivers samples directly to YOUR consumers homes

Data, analytics, and CRM capture for remarketing

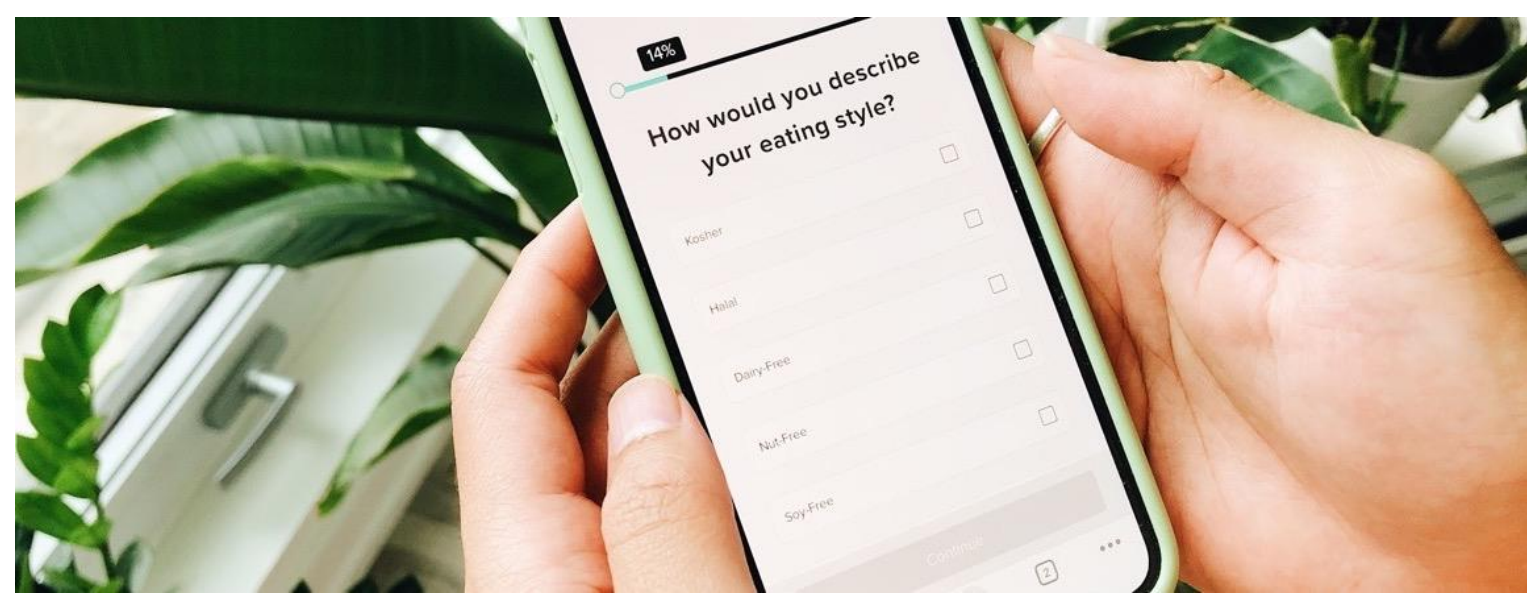
- Find the perfect match for your brand by tapping into our diverse, rapidly growing user base of high-value shoppers, primed to try new products
- Engaged consumers opt-in to receive sample, capturing data for CRM
- Sample delivered to home in attractive box, with other non-competitive samples
- Post-sampling survey questions and ability to deliver additional purchase incentives
- Deeper consumer insights and program analytics
- Generate ratings/reviews



of consumers say **SAMPLING** is the **MOST EFFECTIVE** way to get them to switch brands or try new categories<sup>1</sup>



of your **SAMPLES DELIVERED** to engaged, passionate consumers

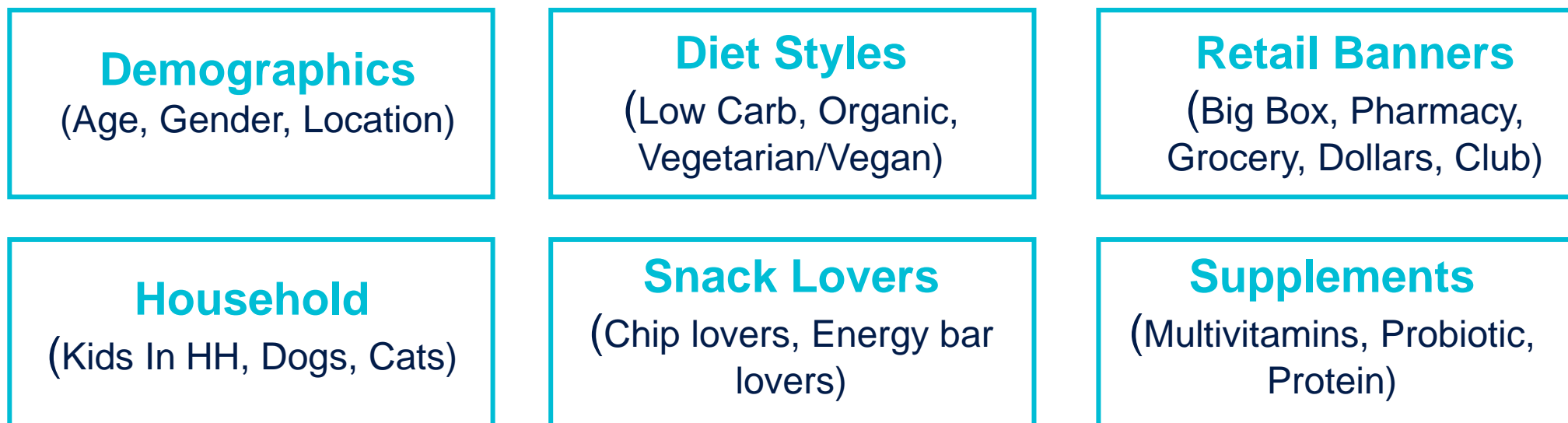


<sup>1</sup> Opinion Research Corp

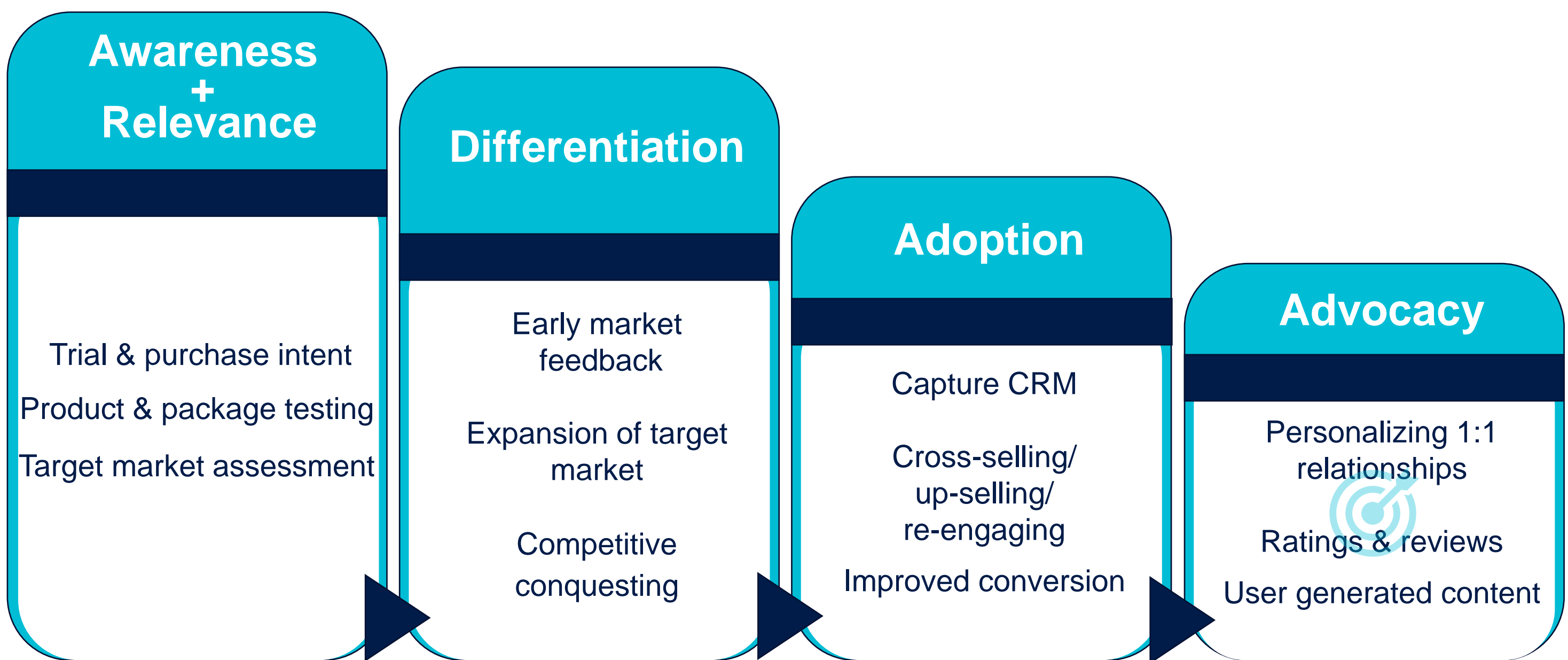
# So Much More Than A Free Sample

## Precisely Define and Reach Your Target

utilizing our extensive first-party data points



## Trial Plus Strategic KPI's



## Measurable and Meaningful Results



100% of samples distributed to your targeted consumer



50% + CRM Opt-In Rate



30% consumers engage and participate in post trial survey



30% consumers intend to purchase (self-reported)