



Building brands through the power of product sampling

The trusted sampling solution for 700+ brands across 24 countries including:

L'ORÉAL®



Kimberly-Clark

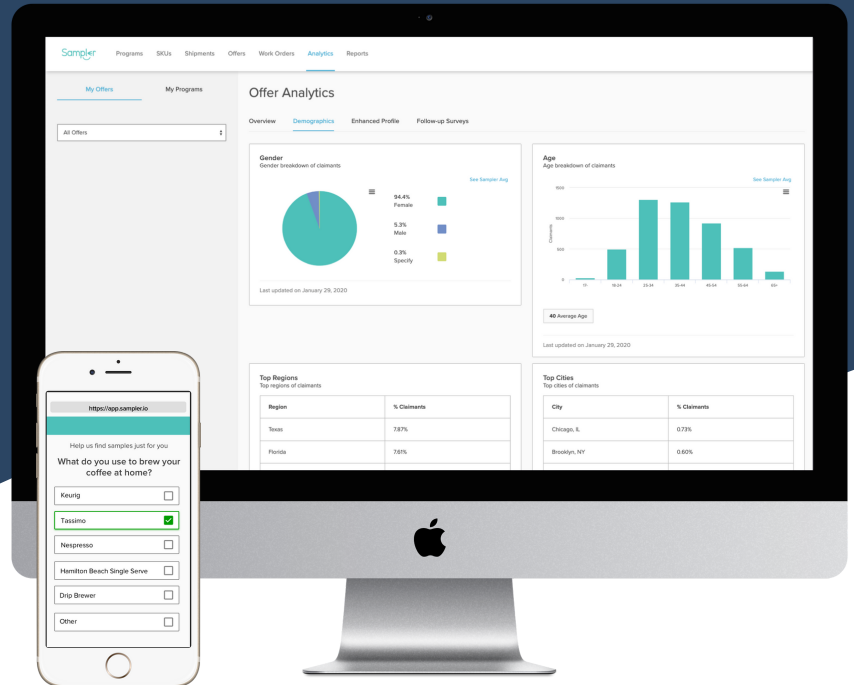
Unilever



SHISEIDO



ESTÉE LAUDER
COMPANIES



Sampler is the leading digital product sampling solution

50+ million
consumer reach
potential

43+ data points
per consumer

Full GDPR, CCPA
and CASL
compliance

Millions of samples
delivered in 24
countries

We support your objectives at every stage of the brand lifecycle

Awareness



- Product & package testing
- Building awareness

Differentiation



- Early market feedback
- Expansion of target market
- Competitive conquering

Adoption



- Capture CRM
- Cross-selling/up-selling/
- Improved conversion

Advocacy



- Personalize 1:1 relationships
- Ratings & reviews
- User-generated content

Get started in 3 easy steps

Step 1: Choose a target audience

Our audience



50+ million potential consumers reach across 700 segments with the collective buying power of \$36 billion

Your audience



Leverage your existing digital media buy and/or organic web traffic

Step 2: Choose an offer type



Product samples



Coupons



Insert cards

Step 3: Choose an experience

Exchange Lite experience

- ✓ Leverage Sampler's high-value audience in North America with no incremental media spend
- ✓ Drive mass brand awareness and execute at scale quickly at costs compared only to traditional sampling methods

Exchange experience

- ✓ Leverage Sampler's high-value audience across North America with no incremental media spend
- ✓ Product sample shipped along with non-competing items. Share shipping & fulfillment costs while maintaining high share of voice

Fully branded experience

- ✓ Enhance your audience (digital media, organic web traffic or social media) with a sampling call-to-action
- ✓ Premium customizable fulfillment experience with 100% share of voice

Working with Sampler

Some of the results you can expect from your first program:



100% net new & targeted consumer



50% CRM opt-in rate



67% self-reported purchase intent



30% survey completion rate

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