

Sampling Success Bootcamp:  
**Unpacking Sampling Impact with Consumer Insights**



Sampling and event marketing are great ways to socialize and grow your brand.

However, brands often put a lot IN to these efforts with very little understanding of what they get OUT of it.

Our brand partners had a **learning gap** when it came to sampling effectiveness.



## LEARNING GAP

Sales/Marketing Mix Analysis isn't sufficient to fill this gap because...

- Can't give you confidence in what's truly attributable to sampling vs. other marketing
- Can't tease apart impact of various sampling tactics/venues/etc.
- Can't provide the WHY for success/failure to help optimize moving forward
- Can't measure "wins" beyond sales, like increases in awareness, equity boosts, etc.



To unpack sampling  
effectiveness, you  
need a pointed  
research  
design.

## Truly making the most of your marketing means understanding:

### Who did you reach?

- Did you reach your **target consumer**?
- Who is the **ideal target** (i.e., most likely to buy?)

### What did they think?

- What did consumers think of the **sample**?
- What were reactions to **other elements** (e.g., messages)?

### Did it work?

- Did sampling **drive desired results**?
- What are **drivers and barriers**?
- What was the specific **ROI**?

### What worked best?

- What was the **most impactful** tactic?
- What is working/not working – **how can we optimize**?

# Which of these has more influence over sampling success?

- YOUR TARGET (who you reach and when)
- YOUR TACTIC (what, where, and how you do it)

*Though both are important, **target reigns supreme** in driving successful sampling. So, how do we make sure our sampling is reaching the right target? **The right research approach...***



To unpack sampling impact,  
you need to start with the right people.

To better understand sampling, you need to talk to sample recipients. But you can't find those consumers on a panel.

***Best Practice:***

You need a live, in-market research touchpoint.

You need flexibility to meet consumers where they are.



AMC Global's SampleTrak™ methodology uses a patented recruitment and incentive system that allows you to meet sample recipients where they are, without needing to be there yourself.

You need to reflect the right moments. Comprehensive understanding means gathering both immediate insights and long-term impact insights.



## IMMEDIATE INSIGHTS

Reaching **real consumers immediately** following their sampling experience helps us understand:

- Who you're reaching with your marketing, including demos, prior brand experience, etc.
- Recall and reactions for elements like messaging, brand ambassador interactions, etc.
- Depth and diagnostics on product samples



## IMPACT INSIGHTS

To understand true impact (on awareness, conversion, etc.), you also need to reach **consumers over time.**

- Conversion to purchase
- Deep dive on conversation tailored to your brand/category – lift, new user conversion, converted user analysis, true ROI or cost per converted user
- Drivers and barriers to conversion
- Impact on top-of-mind awareness and brand equities

**AMC Global's SampleTrak™** uses a 2-phase quantitative approach to get depth on immediate AND impact insights.

You need the right research design. Strategic design means a custom approach that tackles the tactic, category, and brand appropriately.

*AMC Global's SampleTrak™ is custom designed to help each brand get more OUT of sampling. We can...*

Uncover TRUE Impact  
(via Test/Control Design)

Identify Better/Worse Tactics  
(via Multi-Cell Design)

Crunch the Numbers  
(via Ability to Calculate ROI)

Diagnose Impact & Optimize  
(via Custom Content)

# So, what's the secret to a successful sampling program?

The truth is...every program is unique. The trick is to customize your research and set the right expectations for impact.

Factors that can impact the success of sampling:



While there are no hard and fast rules for building a sampling program, AMC Global has learned a few things along the way...



1 Brand & category play a big role in the success of sampling



2 Understanding who is receiving is important to understanding effectiveness



3 Sampling via professionals (e.g., physicians) can be impactful, but there are some pitfalls to watch out for



4 Brand ambassadors can play a critical role during event sampling



5 Coupons never hurt a sampling effort, but are not always equally impactful

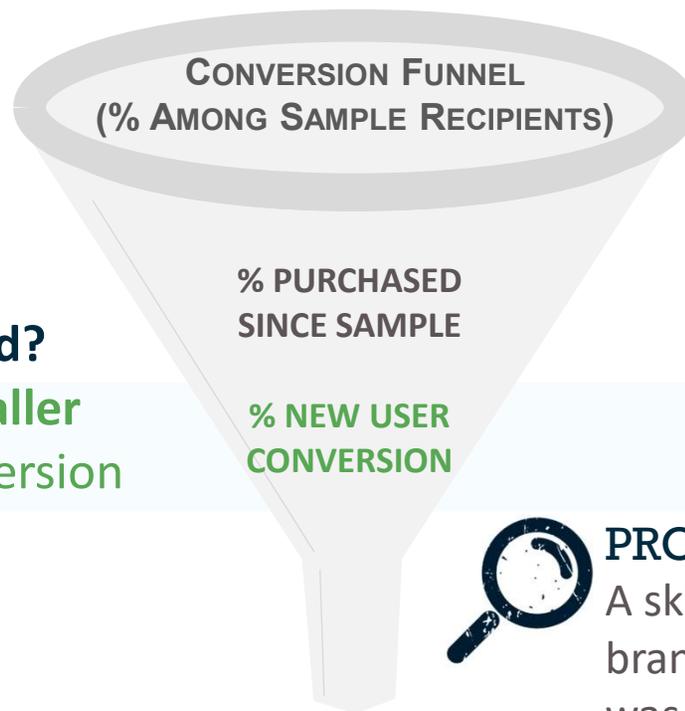
Let's double-click on each of these Sampling Truths using mini case studies from AMC Global's SampleTrak™ program...

# 1 Brand and Category should drive expectations for “success”.

**TRUTH**

**Bigger Brand?**

**Brace for Smaller  
New User Conversion**



	BIG Skincare Brand (A)	SMALL Skincare Brand (B)
% PURCHASED SINCE SAMPLE	59 <sup>B</sup>	34
% NEW USER CONVERSION	16	27 <sup>A</sup>



## PROOF:

A skincare client sampled two of their brands via dermatologist offices. One was a category leader. The other was a smaller, more premium brand.

# 1 Brand and Category should drive expectations for “success”.

## TRUTH

Categories with long purchase cycles make post-sample purchase a lofty goal



## PROOF:

Average LIFT in conversion across NON-PREMISE sampling events for SPIRITS was 3%

Top barrier? (avg. 50%+)  
“I haven’t purchased spirits recently”

## 2 Hitting the right target with samples is critical.

**TRUTH**

When you send the samples directly, accuracy of target directly impacts ROI.



### **INFANT FORMULA BRAND**



Purchased List



List was **Off-Target**



ROI in the RED

### **DIAPER BRAND**



Used Internal CRM List



List was **On-Target**



Drove More Purchases

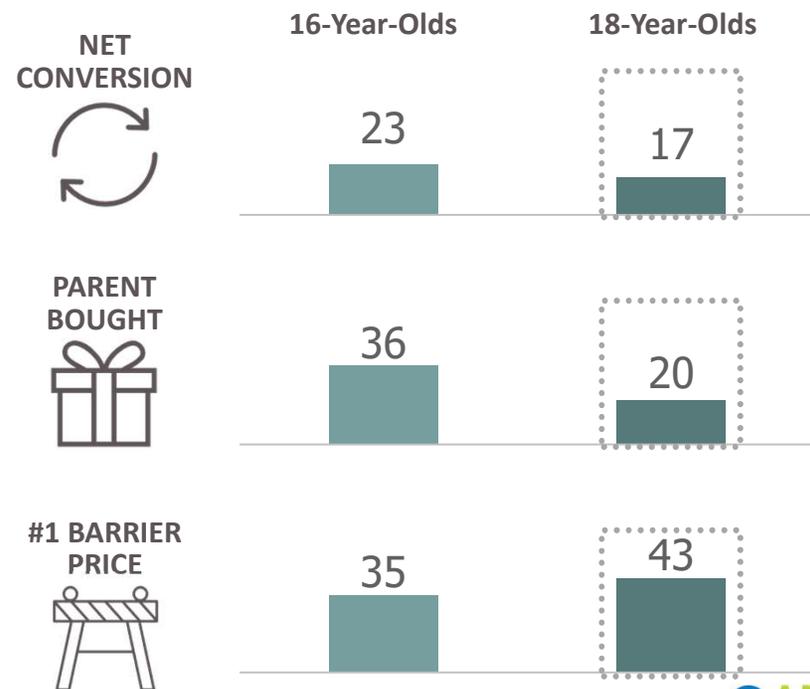
## 2 Hitting the right target with samples is critical.

In fact, **figuring out the right target** is sometimes the entire point of the sampling.

A personal care brand sent samples to 16 and 18-year-olds to determine the best time to become part of consumers' evolving personal care regimens.

### *Did target matter? Totally.*

18-year-olds (more likely to buy their own products vs. receiving from mom and dad) were less likely to convert, citing price.



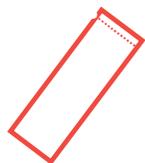
### 3 Professional sampling can be very effective, but may result in **more waste and lower reach.**

#### TRUTH

**Brands can lose visibility** in professional sampling. Research uncovers the WHAT and WHY of successes and failures.



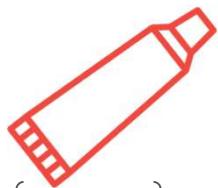
Toothpaste brand offered a range of samples via different dentists:



[sachet]



[small tube]



[large tube]



The sachets were inexpensive to produce, but research unveiled that dentists were giving at least 5-6 to each patient, **diminishing reach and – ultimately – ROI.**

# 4 Interaction with a brand ambassador can have a bigger impact than sampling alone.

## TRUTH

Brand Ambassadors can have an impact...when armed with strategic talking points.

- Snack brand
- Aiming to drive conversion
- **Brand ambassadors trained with talking points**

### CONVERSION



- Bourbon brand
- Aiming to elevate "mixability" equity
- **Brand ambassadors were not trained**

### MIXABILITY



**Only 10%** Recalled Mixability Message

# 5 Coupons often help drive conversion, but the role coupons play can vary.

## TRUTH

Coupons can help promote conversion...

Salty Snack

Salty Snack +  
*Coupon*

Conversion:

30

Conversion:

44

+14

...But the impact may be less dramatic in heavily promoted categories

Diaper conversion was fairly flat for Recalled Coupon vs. Didn't Recall



**BUT, coupons were still recommended** for future executions since price was an important driver overall.

# 5 Coupons often help drive conversion, but the role coupons play can vary.

## TRUTH

High value coupons can be just as effective as sampling itself...

Sample Product



Coupon for Free Product



...But may not work as well when paired with an additional purchase requirement.

\$1 OFF



FREE TUBE w/  
Brush Purchase



# Questions?



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