

# Fact Sheet

## E-Commerce Fueling A Boom in Product Sampling

- E-commerce is projected to leap **34%** since 2015, with a **15% increase this year** alone, according to eMarketer.
- The E-commerce industry is expected to reach **\$700 billion in the US** by the end of 2017.
- Brand spending on **product sampling** is expected to increase 5% to **\$34.12 billion this year**. By 2020, that number is expected to rise to **\$40.69 billion**.
- Sampling to complement E-commerce is growing even faster. BrandShare®, which invented and leads E-commerce sampling using a proprietary network, expects that business to experience **triple-digit growth from 2013 to the end of 2017**.

## E-Commerce Sampling Enables Brands to Reach Buyers Who Don't Frequent Brick-and-Mortar Stores

- A Sampling Effectiveness Advisors report found **73%** of consumers asked to evaluate eight marketing channels' influence on their purchasing decisions said a **product sample would persuade them** to buy a new product, versus 19% for a TV ad.
- Leading brands and retailers are using sampling to **introduce new products to online buyers, nurture brand loyalty and increase LTV**.
- **Precisely targeted sampling** enables customers to touch, taste, smell and try samples in E-commerce order packages delivered to their homes.
- Sampling **fills a gap** created by a drop in television advertising consumption and an increase in consumer blocking of online ads.
- Online buyers who receive samples are twice as likely to share their experiences through social media, according to MRI; FindLaw found **91% of millennials and 83% of baby boomers trust online opinions**.

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If a brand offers a superior product or represents a good value in the minds of consumers, sampling will provide an excellent ROI. It's the most cost-efficient marketing tactic that will continue to build the brand year after year.

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**CINDY JOHNSON**

Owner, Sampling Effectiveness Advisors, and former Procter & Gamble Sampling Director



## BrandShare: The E-Commerce Product Sampling Market Leader



Doug Guyer  
BrandShare President & CEO

The BrandShare team draws on deep brand development, CPG marketing, retail partnership and logistics knowledge. President and CEO Doug Guyer has more than three decades of industry experience.

- **BrandShare is the world's first and largest E-commerce Media and Sampling Network.**
  - Founded in 1984, the company distributed its first sampling campaign for Tylenol from Johnson & Johnson – still a client.
  - Through its proprietary **E-commerce Media Network**, BrandShare builds awareness, drives engagement and nurtures loyalty for hundreds of world-leading brands by working with **760+ retail partners**.
  - Samples are hand-picked for consumers based on **42 lifestyle and psychographic categories**.
  - BrandShare-provided samples reach nearly **75 million E-commerce buyers a month**.
  - The company has distributed more than **2.2 billion samples and inserts** to date, and expects its sampling business to double by year-end.
- BrandShare's campaigns produce open rates of **100%**, trial rates of **over 96%** and stated purchase conversion rates of **17-32%**.
- In addition to Johnson & Johnson, companies whose brands BrandShare has promoted include L'Oreal, Garnier, Unilever, Quaker, PepsiCo, Mars, Mondelez, P&G, Colgate, Chattem, Kao Brands, Clorox, Coty, Beiersdorf, Ocean Spray, Galderma, Pfizer, Campbell's, General Mills, Starbucks and Nestle.
- BrandShare counts among its retail partners Walmart, Bed, Bath & Beyond, HSN, QVC, JustFab, Fabletics, Kohl's, Lord & Taylor, Backcountry, Rue La La, Gilt and Zulily.
- BrandShare's Digital Shopper Engagement division enables marketers to implement native on-site advertising on E-commerce partner sites, in addition to re-targeting sample recipients with digital ads to continue engagement after the moment of sample delivery.
- BrandShare offers a full-service, turnkey sampling program – from creative development and production to fulfillment and distribution to such value adds as custom surveys and social co-marketing services.
- BrandShare's E-commerce Media Network enables marketers to reach buyers in categories including:

- Moms with Kids
- Active Adults
- Millennial Buyers
- College Students
- Outdoor Enthusiasts
- Health & Wellness Buyers
- Fashion-Conscious Females
- Men's Fashion Buyers
- Online Grocery Shoppers
- Cooking Enthusiasts
- Brides-To-Be
- Pet Owners
- Organic & Eco-Conscious Shoppers
- Consumer Electronics Buyers
- Automotive Enthusiasts

- Beyond enclosing samples with online orders, BrandShare provides subscription and loyalty sampling programs. Examples include the Walmart Beauty Box, Walmart Baby Box, Walmart Online Grocery Welcome Bag, Sam's Club Caregiver Box, Sam's Club Tastes & Tips Sample Bag, and the ShopRite from Home Thank You Bag. An online grocery sample bag for Safeway will launch in summer 2017.

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