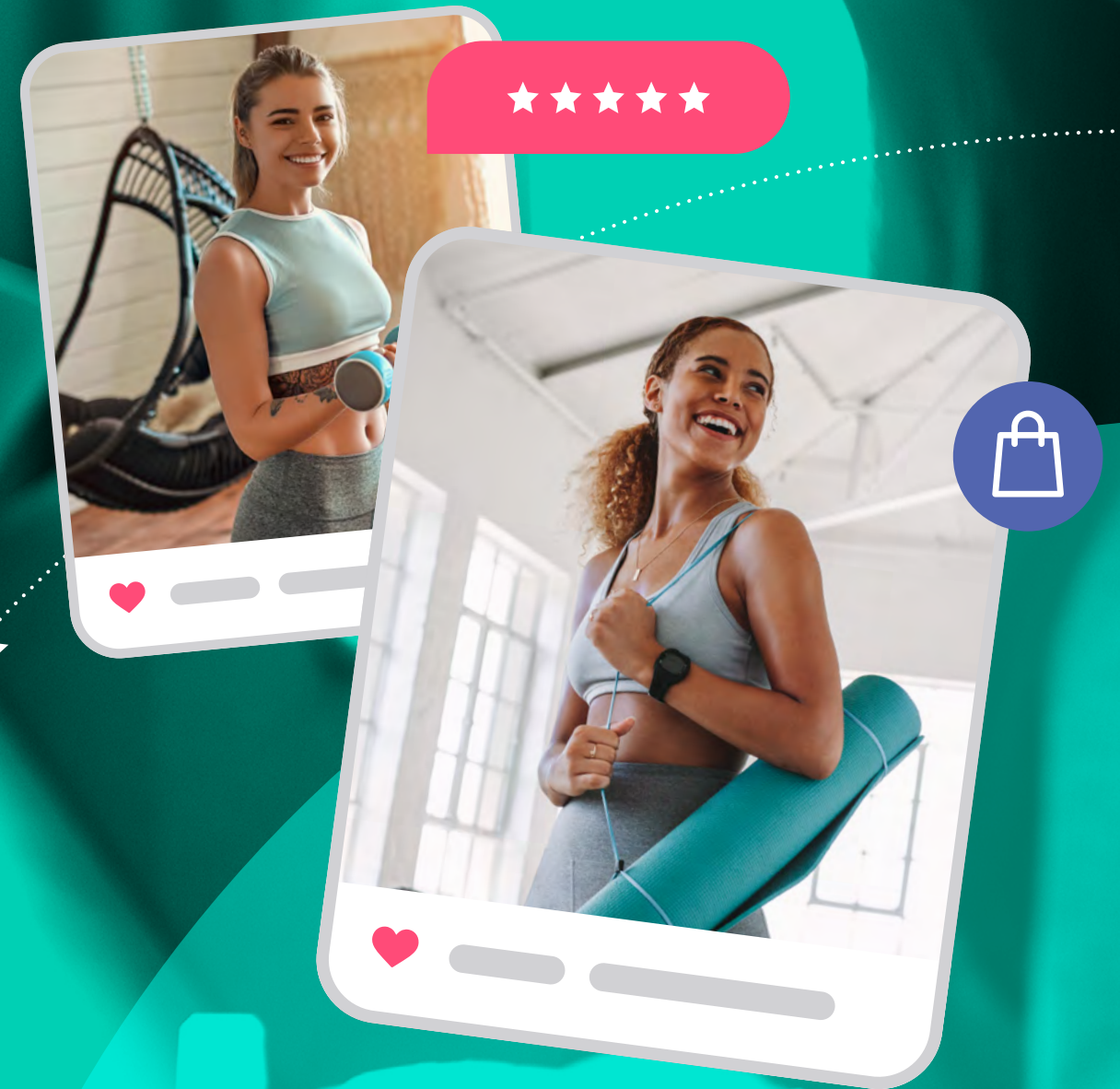


Building sampling into a successful brand strategy

The secret to connecting with shoppers online and off



Introduction

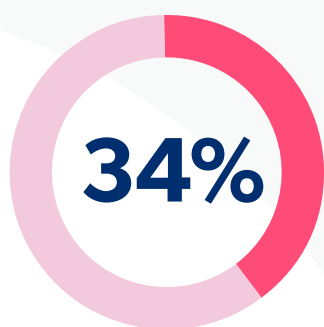
If someone tells you they don't love free stuff, they're probably lying. Sending free product samples to your target audience is an easy way to win over new customers, build brand loyalty, launch new products, and breathe life into old ones. Whether you're shipping free samples or offering cashback for a trickier to ship product, sampling is your golden ticket.

New and hero products both benefit from sampling

While your user-generated content (UGC) needs to be new and fresh, the products in your sampling program don't. Over a third (34%) of shoppers are open to sampling both new and hero products¹.

For new product launches, sampling lets you stock your product pages, social media profiles, and digital campaigns with UGC the very first day the product goes to market. Every 10 reviews nets a 5% conversion rate lift. Giving you social proof before your product is out in the wild and boosting sales².

And for hero products, sampling can bring in some fresh new perspectives. You can reinvigorate the love shoppers have for your tried and true staples. Over 60% of shoppers strongly agree/agree that recent reviews (written in the past 3 months) are more reliable than older reviews³. Sampling also gives you the opportunity to help loyalists think about your products in a different light, while keeping your pages fresh.



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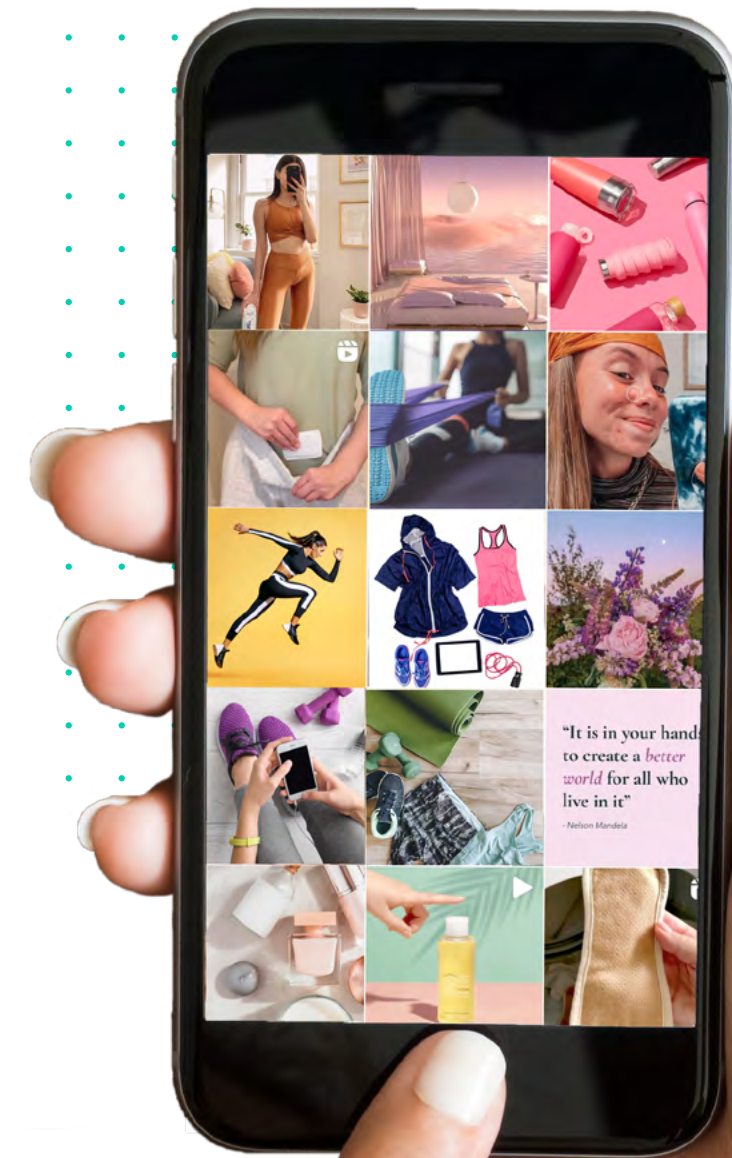


Sampling helps you get more of the content your customers want

When you offer shoppers the opportunity to try new products, they're more than happy to rise to the occasion. And in return for your brand's generosity, one in three shoppers will happily post on social about your product, and one in two shoppers will leave a product review⁵.

This fresh content from other shoppers like them will give your customers the confidence to click 'buy.' Over 75% of shoppers seek out UGC before they buy – whether they're shopping in-store or online¹. Sampling products guarantees you have a consistent fresh stream of it.

And it's not just written content. Sampling gets you a load of social, photo, and video content too, serving as the inspiration your customers are after.



Drive traffic where you need it with sampling campaigns

Sampling gets new and old fans of your products where you want them – on sites and pages where your products and brands are at the forefront. And when shoppers interact with the UGC on those pages, you can expect a 136% lift in conversion⁴.

Sampling isn't just an opportunity to drive online traffic – it can drive foot traffic too. For products that won't ship well, you can offer shoppers cash back at retail when they go buy your products. This gets them both in the door, and their hands on your products.

136% lift
in conversion⁴

Conclusion

Retail went through a makeover in 2020, and part of that was understanding new ways to connect with shoppers. Sampling came out as a top contender for building those connections.

Want to start building your own?
Connect with our team.

GET STARTED



Resources:

- 1. Bazaarvoice survey conducted by Savanta of over 9,000 global respondents in U.S., UK, Germany, France, Canada, and Australia, 2021
- 2. Statistical modeling based on data provided by Ascential and Amazon, 2020 2. MOZ, Local Search Ranking Factors Survey, 2018
- 3. Bazaarvoice survey of the Influenster community: Review Criteria Survey April 2021, n= 13+30,740+, Global.
- 4. Bazaarvoice Network data benchmarks, 2021
- 5. Shopper Experience Index, 2021



Thousands of the world's leading brands and retailers trust Bazaarvoice technology, services, and expertise to drive revenue, extend reach, gain actionable insights, and create loyal advocates. Bazaarvoice's extensive global retail, social, and search syndication network, product-passionate community, and enterprise-level technology provide the tools brands and retailers need to create smarter shopper experiences across the entire customer journey.

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