

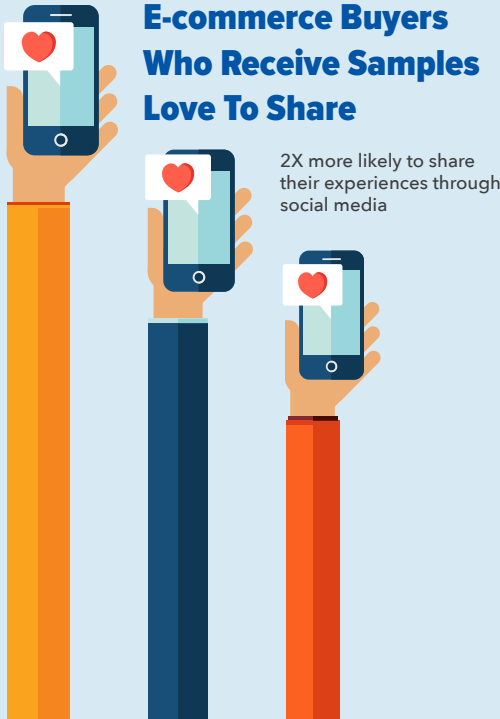
HOW TO BOOST CUSTOMER ENGAGEMENT WITH THE POWER OF PRODUCT SAMPLING

E-commerce Buyers Love Product Samples

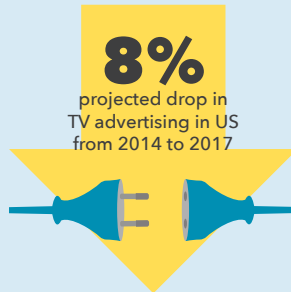
When samples are tucked into consumer E-commerce packages:



E-commerce Buyers Who Receive Samples Love To Share



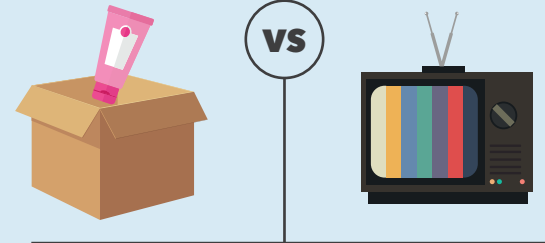
Sampling Fills A Gap



Product Sampling Spurs New Product Sales

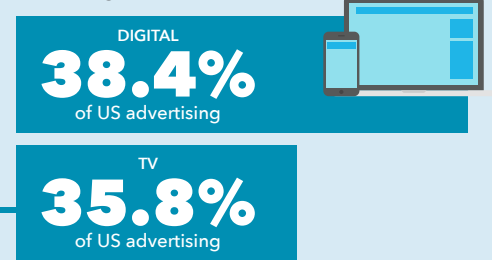
73%
of consumers said a product sample would persuade them to buy

19%
said a TV ad would persuade them to buy



Brand spending on sampling is expected to exceed **\$40 billion** by 2020.

US Digital Advertising to Surpass TV Advertising in 2017



What Makes A Successful E-Commerce Program?

- Large proprietary E-commerce Media Network
- Personalized samples based on lifestyle and psychographic categories
- Experienced partner reaching hundreds of millions of buyers a year
- Full-service, turnkey program execution

BrandShare = E-Commerce Product Sampling

The World's First & Largest E-Commerce Media and Sampling Network



BrandShare is Walmart's AOR for all subscription box and loyalty sampling programs.

Who Uses BrandShare E-commerce Product Sampling?

The world's best-known brands:



Major E-commerce retailers such as:



Sources
BrandShare
Adobe Digital Insights/PageFair
eMarketer
eMarketing.com
MRI
Sampling Effectiveness Advisors

Promotion Marketing Association
Product Sampling Council
Yankelovich Monitor
PQ Media
ANA

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