

The purchase impact and halo effect of sampling

Why sampling is crucial for sales, brand loyalty and advocacy

Bazaarvoice surveyed 6,690+ Influenster community members who had participated in a recent at-home sampling campaign for skincare, cosmetics, haircare, and fragrance products to better understand the purchase impact and halo effect of targeted product trial.



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How beneficial is sampling?

After testing a variety of beauty products as part of a Bazaarvoice at-home sampling campaign, we found that shoppers became...

CUSTOMERS

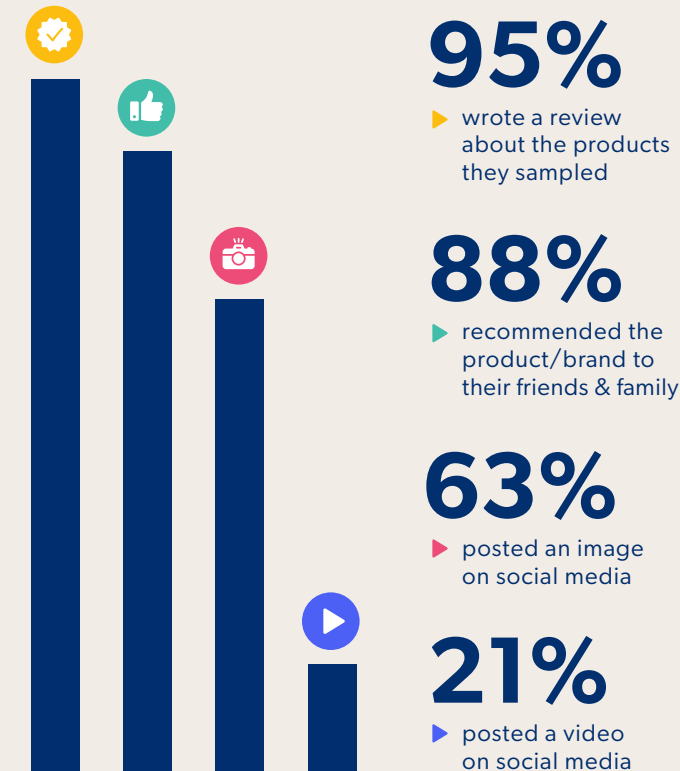
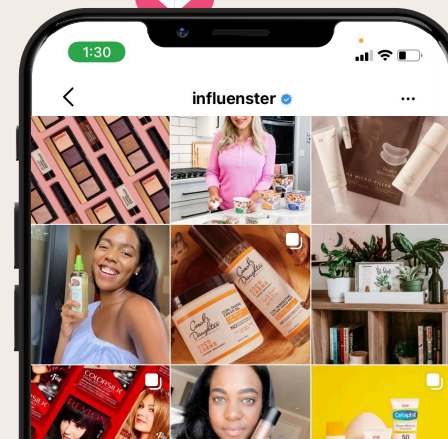
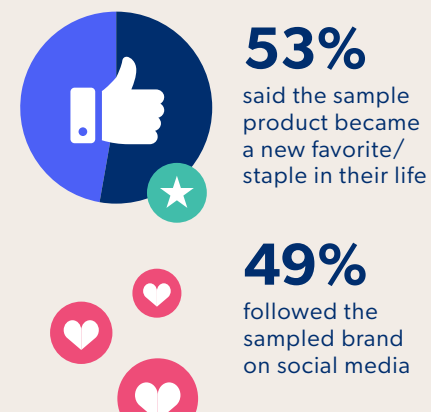
LOYALISTS

ADVOCATES



And of those new customers,

97% purchased one or more additional product(s) from that brand



The Bazaarvoice advantage What sets us apart from others?

Our passionate 6M+ Influenster community members who discover, review, and share with each other about your products. Our unparalleled targeting capabilities to connect you to the perfect customers, advocates, and influencers for your brand. Our authentication and distribution of your reviews, visual, and social content across our network of over 11,500+ brand and retail sites globally. **Work with the experts.**

Learn how you can connect with the right advocates in the Influenster community and drive ROI. Run your next smart sampling campaign with Bazaarvoice. bazaarvoice.com/sampling

References: Bazaarvoice, Product sampling ROI survey of the Influenster community (November 2020, 6,690 respondents)