

Need an alternative to *in-store* sampling?
Check out the impact of
IN-HOME SAMPLING.

DID YOU KNOW THAT SAMPLING DRIVES...

+57%

BRAND
AWARENESS

+63%

BRAND
FAVORABILITY

+48%

PURCHASE
INTENT

+55%

RECOMMENDATION
INTENT

92%

OF SHOPPERS SAY THAT A POSITIVE EXPERIENCE WITH A
PRODUCT IS THE **#1 INDICATION** THAT THEY WILL BUY IT.

WITH **TARGETED IN-HOME SAMPLING**, WE GET YOUR
PRODUCT INTO THE HANDS OF TARGET SHOPPERS WHO
NOT ONLY SAMPLE THE PRODUCT BUT ALSO CREATE
AND PROMOTE SOCIAL CONTENT.



ADDITIONAL **BENEFITS** OF IN-HOME SAMPLING

RATINGS & REVIEWS



UPON RECEIVING SAMPLES, WE INSTRUCT THE TARGET INFLUENCERS
TO CREATE RATINGS AND REVIEWS FOR RETAIL OR BRAND'S SITE.



97% OF WOMEN HAVE CONSULTED PRODUCT REVIEWS BEFORE
DECIDING TO BUY.

VIRTUAL DEMOS

ENHANCE YOUR SAMPLING PROGRAM WITH A LIVE EVENT ON SOCIAL
MEDIA, HOSTED BY AN INFLUENCER. INFLUENCERS SHOW HOW THEY
USE THE PRODUCT, WHAT'S GREAT ABOUT IT AND ANSWER LIVE
QUESTIONS FROM AUDIENCE MEMBERS.



For more information or to request a proposal, please contact:

**WOMEN
OWNED**

Missy Tiller
missy.tiller@shespeaks.com
479-601-1262
shespeaksinc.com

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