

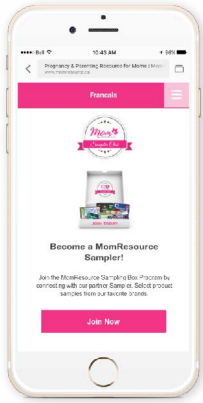
# Case Study: The Sampler Exchange for Publishers

## Objective

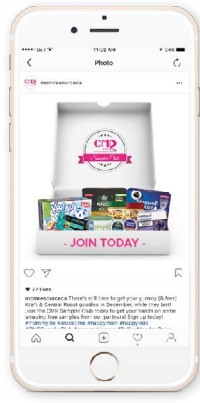
Publishers and online communities within the parenting vertical leveraged Sampler's sampling technology to start monetizing product sampling quickly and effectively.

## Solution

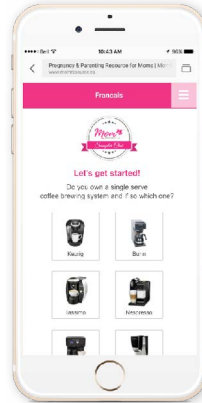
With this goal in mind, Sampler created a fully-branded application for each individual network. Using our sampling technology, publishers were able to install our widget on their website with just a few lines of code.



Sampler created fully-branded applications for each network that would allow their audience to claim free product samples.



Networks spread the word to their audience via newsletters, websites and social channels.



Consumers filled a quick profile and got matched with products from brands like Maxwell House, Kool-Aid and Sambucol.



Consumers received samples in a network branded box and directly to their doorstep.

## Results

- **70%** of consumers who connected got an instant match
- **2,000** personalized boxes per week delivered
- Increased newsletter open rates by **2x** and CTR (click-through rate) by **7x**
- Over **90,000** visits across network programs in 8 weeks

## Highlight: MomResource.ca

Sampling programs help publishers and online communities dig deeper and learn about their audience in new ways. Using Sampler, MomResource.ca found:



**46%**  
of consumers  
have a Keurig  
machine.



**50%**  
of consumers  
buy natural  
products.



**40%**  
of consumers  
currently  
own a cat.



**60%**  
of consumers  
have a child under  
the age of 3.

*"MomResource.ca is thrilled that our relationship with Sampler has enabled us to grow our value proposition of offering moms free samples and exclusive offers from popular brands that mom and kids love." - Michelle Korson, Director of Marketing at MomResource.ca*

