



Sampling Effectiveness Advisors

Sampling Program Measurement Options



Why do you need to measure program results?

Product sampling is one of the most expensive promotions on a per-consumer basis.

Some programs do not build any business for the brand and even more do not payout.

Without measurement, a brand will never know if they should repeat a program, participate in a new program, or be able to determine what they got out of their investment.



Measurement Options

When is it necessary to measure results?

... if any of these situations exist:

- #1) Total brand investment
 - research if over \$200,000 investment
 - spend at least 1% on research
- #2) Previous experience with vendor/program
 - has program been researched before?
- #3) Likelihood of repeating same/similar program
 - research helps brand make future decisions
- #4) Need to determine ROI
 - impossible to determine ROI without research



Measurement Options

How can brands minimize the risk involved with product sampling?

Answer: Test the program first!

Before executing a large/national sampling program, design a small-scale test to determine key measures of program success. Use an RTC study to measure.

An RTC study will provide these important measures:

RECEIPT- % of consumers claimed receipt of sample

TRIAL - % of consumers claimed they tried the sample

CONTROL- average number of samples consumer received



Measurement Options

**How are the results of the RTC study used?
What are expectations of a good program?**

Answer: Results may be unique to the category, however two test programs can be compared to each other. Trial & control numbers can also be used in a pre-event ROI calculation.

If trial results are best in program #1, but sample control results are better in program #2 – the brand marketer will have to make a calculation to determine which would have the better ROI.

Control results should never exceed an average of 2 samples per consumer. (Average of 1.3 or less is good)



Measurement Options

Once the test has been qualified and the national program is launched, what's the best way to measure results? How are results used to determine ROI?

Answer: The key input to the ROI model (claimed purchase) is one of the measurements of a sampling effectiveness research study.

Sampling effectiveness research must isolate the impact of the sample. Consumers are usually asked if they received the sample, if they tried it, and if they purchased the brand. (To give the consumer an opportunity to purchase the brand, the consumer is usually contacted 4, 8, or 12 weeks after receipt of the sample.)



Measurement Options

What's the best way to isolate the impact of the sample? How does a marketer know what really drove purchase?

There are three types of sampling effectiveness methodology to measure results:

- #1) Pre vs. Post - Consumers are surveyed right before sample is given to them (to establish current habits) and then again several weeks later. (Least expensive method)
- #2) Test vs. Control - One group receives the sample, the other group receives nothing. Post survey results of both groups are compared to determine impact of sample.
- #3) Pre/Post vs. Test/Control - Both groups (test & control) are surveyed before and after sampling program. This methodology gives the brand the most accurate results.

Note: While the third method is the best/most reliable method, it also increases cost of research.



Measurement Options

Why do less than half of all sampling programs get measured/researched?

Most brands have to fund research from an internal market research budget, rather than the promotion budget. This type of quantitative research is expensive so brands choose to save their research budgets for other brand marketing activity*.

Another issue is that many brands don't really know how to go about measuring results and some don't see the point in measuring a one-time event.

(Note: Sampling Advisors can be paid from the promotion budget or by sampling vendor to avoid this issue. Also, our rates are less than other market research firms.)



Measurement Options

What are some of the risks involved with sampling effectiveness research?

There are a few risks; but the biggest risk is not using a company that has a lot of experience in this area.

Other risks/issues:

- Using the sampling vendors own research
- Consumers in the control cell receive samples
- Not collecting enough consumer contact information
- Improper wording on survey
- Poor instruction to locations collecting data/or locations not following instructions
- Collecting consumer data from someone other than the sample recipient, etc.



In Summary...

- ◆ Successful product sampling programs are usually the result of leveraging experience; SEA provides an unmatched level of expertise in all areas of product sampling and can provide brands with an unbiased opinion about which types of programs will meet brand objectives.
- ◆ Sampling effectiveness research is very important and will tell the brand if key goals were accomplished. Results can be used to predict ROI and can also be used to make future decisions about brand spending. This type of research can be a bit complex however: so therefore it's important to use companies that have a lot of experience with this type of study. (Note: avoid sampling vendor's own research as it represents a conflict of interest. Brands need an unbiased opinion about program results.)



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