



POWERREVIEWS  
2017 DIGITAL  
COMMERCE  
— SUMMIT —



# Sampling & Syndication

*Robin Simkins*  
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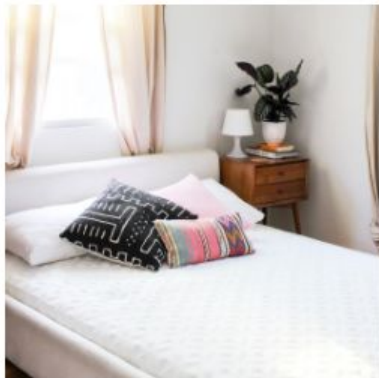
# When you think of sampling...



# Think a little bigger...!



# Think even bigger...!



*"The mattress breathes nicely, which keeps the bed cool"*

JENN L  
New York, NY



*"I love this new mattress. Very comfortable!"*

LAUREL  
Chicago, IL



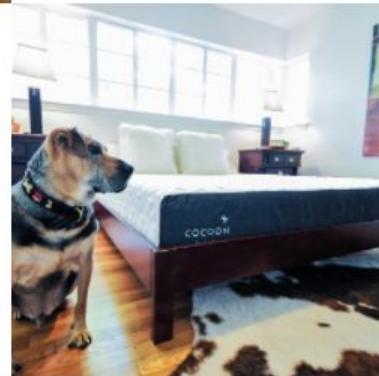
*"I wake up feeling more relaxed"*

LIKEITSGOLDEN  
Maplewood, NJ



*"Immediately noticed the difference in support & comfort"*

GIOVANI RAMIREZ  
San Diego, CA



# Why Sampling?



Increase Brand  
Awareness



Increase authentic  
content



Extend overall  
reach

# Big Mission: More Content



## New Products



## Targeted Products



## Seasonal Products



# Follow the green...



## 146%

increase in conversion rate when products with 0 reviews increase to more than 50 reviews

# Best practices include Sampling to drive more content





# Agenda



- 1 **Rethinking Sampling**
- 2 When to Use Sampling
- 3 Sampling Success & Best Practices
- 4 Amplify the Power of Sampling



# Rethinking sampling

# Sampling programs have different purposes



Objective	Samples per year	Focus	Who to use?
Awareness, Consideration	1,000+	CPG Focused	Sampling Partners

# Sampling partners provide a turnkey solution for large programs



# Sampling programs have different purposes



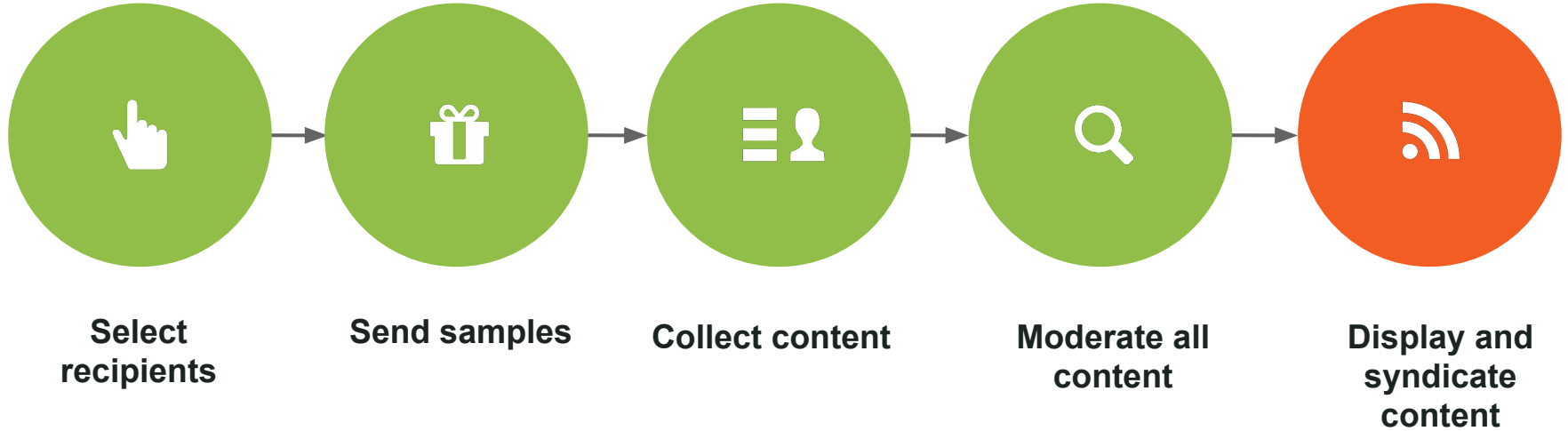
Objective	Samples per year	Focus	Who to use?
Awareness, Consideration	1,000+	CPG Focused	Sampling Partners
Awareness, Consideration, More Content	<250	Ad-hoc	In-house

# Sampling programs have different purposes



Objective	Samples per year	Focus	Who to use?
Awareness, Consideration	1,000+	CPG Focused	Sampling Partners
Awareness, Consideration, More Content	<250	Ad-hoc	In-house
More Content, More Reach	250-1,000	High consideration items	PowerReviews

# Collect, display and share content through sampling



# Agenda



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# Sampling generates content for seasonal products



# You need reviews on new products [full stop]



45%

# Get granular on targeted offerings




# Target Audience: Parents with Newborn - 6 months



# Extended thinking: Sampling ideal for high traffic/low review products



Home > Furniture > Bedroom Furniture > Beds > Gray Wood Layne Queen Bed < Prev Product Next Product >



Gray Wood Layne Queen Bed  
SKU# 516598  
★ ★ ★ ★ ★ 4.7 [Read 3 Reviews](#) | [Write a Review](#)  
\$599.99  
\$70.00 delivery surcharge [details](#)

QTY  [ADD TO CART](#) + ADD TO WISHLIST  
! GET PRICE ALERTS

<b>Ship to Home</b> Show delivery options ▶	<b>Pickup</b> Check availability ▶
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▼ WHY WE LOVE IT

Our weathered gray queen bed is full of rustic beauty. Crafted by artisans in Vietnam of recycled pine, it brings distinct character to your bedroom with visible imperfections like nail holes and patches in the wood.

▼ DETAILS & DIMENSIONS

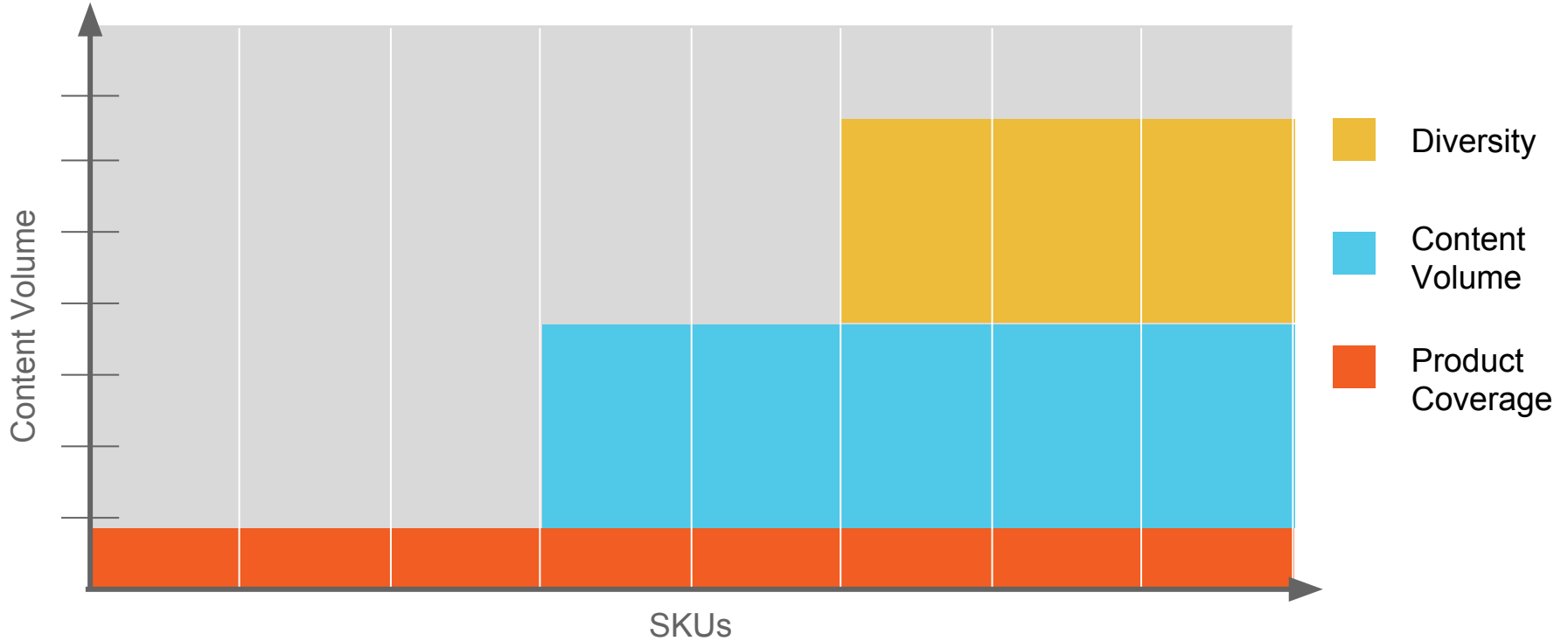
Impressions: 135,654  
Review Count: 3

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# Coverage, Volume, and Diversity





**72%**

Of shoppers say they are more likely to buy a product that has reviews that features photos and videos in addition to written text

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# Ask for Rich UGC in Packaging



# New Products: Driving Ratings, Reviews and Visual Content



★★★★☆ 4.0


3/11/2017

## Sleek, Stylish and Functional Toaster!

Reviewer received a free sample of this product

I've used this toaster a couple times now and am really happy with it. The toaster has a sleek design and looks pretty fancy in my kitchen. I have a toaster oven that also holds 4 pieces of bread but it is fairly bulky. This toaster has less of a footprint on the counter and saves me space which is nice. I wanted to test out the different toasting levels, and for the most part saw a decent progression as I upped the number. See my attached pictures, the color may not look different but the crispiness went up incrementally with each level. I like the reheat feature as well, it did a good job of heating up the bread without toasting it. The bagel setting worked well, it toasted the inside of the bagel while warming the outside. Another feature that's really nice is the extra lift, it helps to get smaller items out easily without having to reach in and burn your finger or electrocute yourself! The slots are a good width so food won't easily get stuck. I'm looking forward to trying the defrost feature next. The toaster does get very hot on the top so be careful while using it, luckily the sides and the front do not get warm. Lastly, I'm comfortable using this toaster knowing that it's UL listed when most other toaster on the market do not have this certification.

Ease of Use: 

Features: 

Quality: 

Performance: 

Design: 

**Bottom Line** Yes, I would recommend this to a friend

# Sampling delivers content for seasonal products

100% of unique products had quality content submitted



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**500**

samples

**91%**

review completion rates

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# 2017: The Year of Video



## Image



## Video



# Sampling Success Stories



## Non-eCommerce



## eCommerce



# Product Sampling Delivers (content)



Provider	Objective	Samples per year	Completion rates
Sampling Partners	Awareness, Consideration	1,000+	30%
In-house	Awareness, Consideration, More Content	<250	varies
<b>PowerReviews</b>	<b>More Content, More Reach</b>	<b>250-1,000</b>	<b>80-85%</b>

# Commitment: Authenticity & Badging

Transparency to consumers



**RICARDO**  
BEVERLY HILLS

By Rachael06  
from Dallas, Texas  
About Me Classic, Comfort-Oriented, Practical,  
Stylish



Lightweight for the size

Pros

- Easy To Access Items
- Easy To Carry
- Easy To Identify
- Good Capacity
- High Quality
- Lightweight
- Stylish

Cons

Best Uses

- Family Trips
- Long Vacations
- Weekend Trips

*Reviewer received a free sample of this product*

*Reviewer received a free sample of this product*

I own a suitcase of similar size but it is probably twice the weight. We travel often and tend to try to pack all of our family in one suitcase and this is perfect for that. With our other suitcase it was already so heavy we couldn't fit much into it without being over baggage allowances for weight. I like the look and feel of the fabric and it seems very sturdy. It's very easy to push or pull and doesn't topple over.

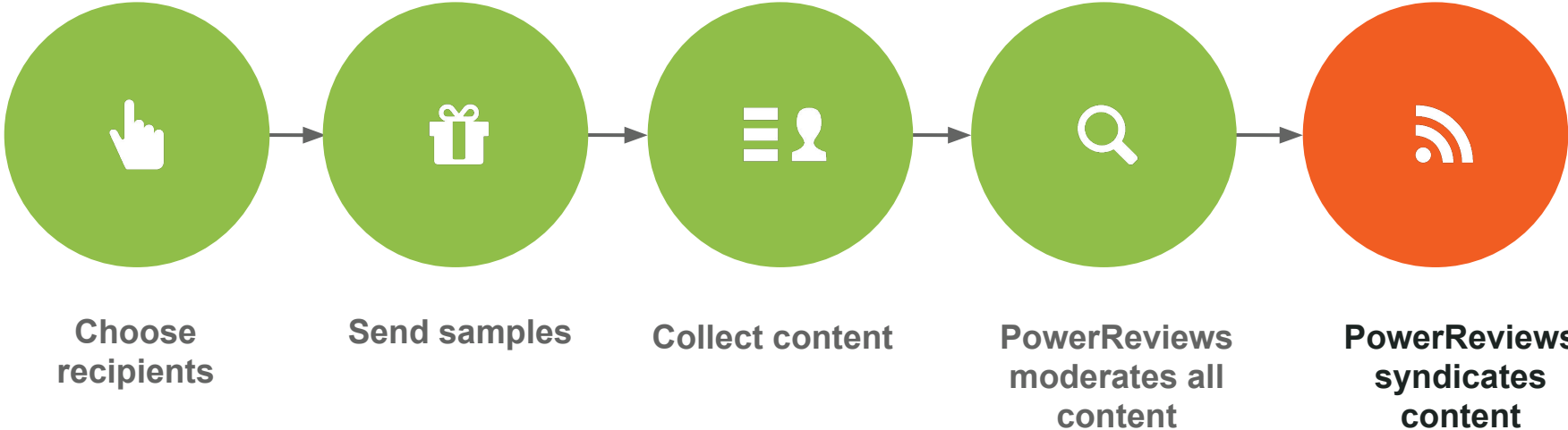
# Agenda



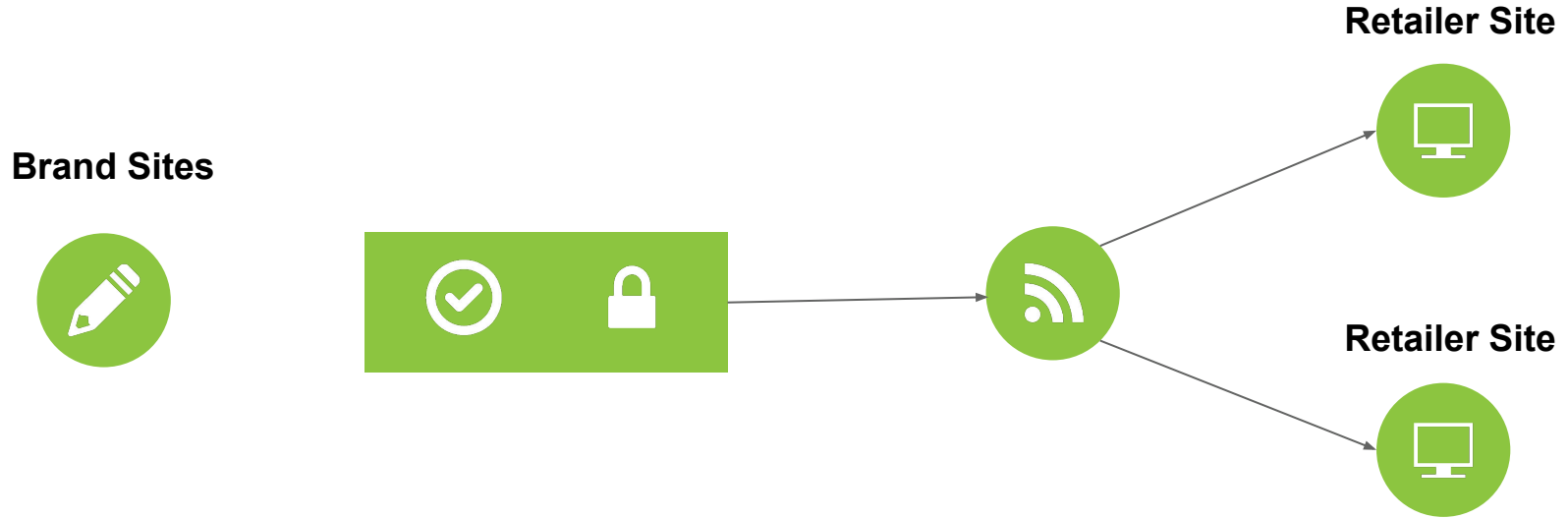
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# Collect, display and **share** content through sampling



# Amplify the power of sampling content through syndication



COLLECTION



PRODUCT  
MATCHING



AUTHENTICITY  
& MODERATION



SYNDICATION



DISPLAY

# One to Many (understated)



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80,000,000

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# ...Moog Toast



Get Rich (content)...



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**146%**

**8 weeks**

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# Questions?

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*Jessica Teji*

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