

SIMPLE SAMPLE™

programmatic sampling | e-commerce media channel

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simplesample.xyz

01

ABOUT US

ASSET

Simple Sample™* is the network that allows brands to distribute samples or communication objects within e-Commerce boxes, **arriving in homes of potential consumers in target.**

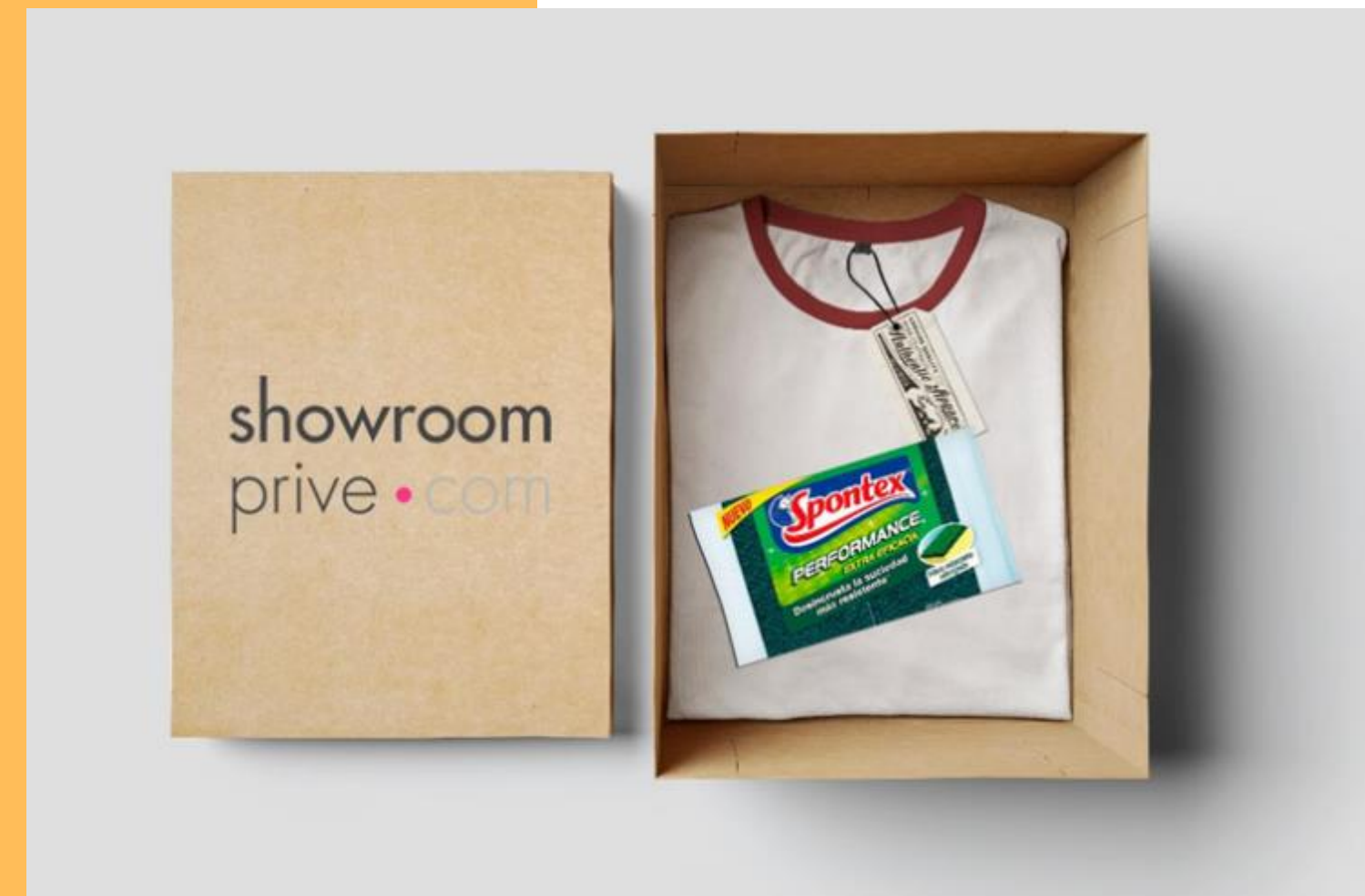
COUNTRIES

Spain | Italy & other European countries on demand

NUMBERS

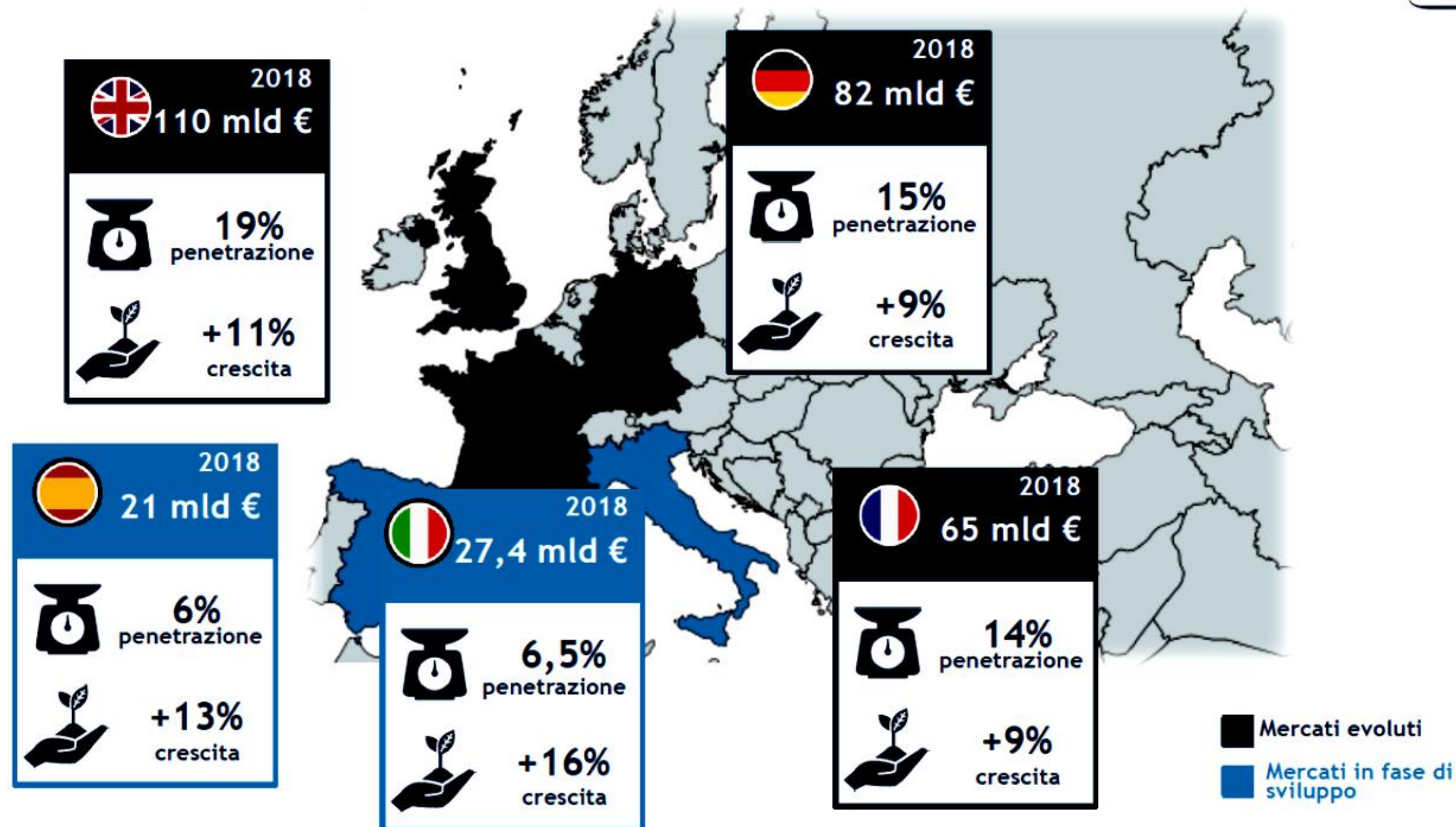
+ 70 managed campaigns | 450 partner e-Commerce
average of 60,000 boxes per campaign | 5 MIL planned boxes

* business unit di TUM Italia



MAJOR B2C EU E-COMMERCE MARKETS

Simple Sample™ operates in the e-commerce market, which grows year after year.



Elaborazione Osservatorio eCommerce da molteplici fonti (eCommerce Europe, eMarketer, Forrester Research)

TACTICAL MEDIA

With Simple Sample™ is possible to distribute:

- **PRODUCT SAMPLING**
- **FULL-SIZE PRODUCTS**
- **Bundle**
- **DM (booklet, coupons, magazines..etc)**
- **Warehouse inventories**

With call to actions:

- **Prize contests**
- **Database building**
- **E-Survey**
- **GDO on & offline**
- **Proprietary E-shop**
- **and more**



Segmentation - PROGRAMMATIC SAMPLING

In a Simple Sample™ campaign, e-Commerce partners are chosen to ensure the best match between "target and merchant" thanks to the unique know-how and data of each e-Commerce.

This ensures that you distribute the correct sample, at the correct time, to the correct target by stimulating engagement, conversion rate and UGC.

- Average monthly quantity of packages
- Average spend(s)
- Lifestyle
- Age/sex of e-shoppers
- Repurchase Frequency
- type of warehouse
- Operational aspects, etc..

showroomprive.com



GIOIAPURA



deporvillage

ejemplos e-Commerce



HOW IT WORKS



SHOP

Customer BUYS on one of the selected e-commerce

DELIVER

The online shop prepares the package and inserts the sample. The order is shipped at HOME.

SURPRISE

The e-Commerce package enters at house, in the hands of the purchasing manager, who opens it and finds the surprise.

TRY & SHARE

The consumer TRIES the product and shares it with family, friends and on social networks (UGC)

CALL TO ACTION

The customer joins the call to action

BENEFITS & RESULTS

100%

DELIVERY & OPEN RATE

The sample enters the house, without barriers. Contact cost certain and not duplicated.

+ 85%

TRIAL RATE

Your potential consumer tries the product **at home**.

+ 80%

SPONTANEOUS SHARING*

The experience is shared with family, friends and social media (UGC)

4,5% - 13%

CONVERSION RATE*

Buying the product in the supermarket or online and using the discount code

*SOURCE: A qualitative electronic survey after the campaign with each customer. The conversion rate is certified by Valassis and the declaration of people who respond to the electronic survey.

“ADD ON” TO YOUR CAMPAIGNS OF E-COMMERCE SAMPLING

tiepiaciuto.com

Include a call to action to capture KPI's information online in real time (product satisfaction, conversion rate on purchase, etc.).



Lead Generation

Include a CTA to enter in a contest. Generating a customer base, bringing a plus to your potential consumer.



Coupon Valassis/eshop

Include a CTA to buy the product in large retailers or on your own ecommerce, generating new buyers and new leads.



Feedback/UGC

Include a CTA to generate reviews of your product on its website or on social media with a dedicated plus and possibly with added value for the customer (discount, etc.)



FULLFILMENT & MONITORING

1

RECEIVING SAMPLES AT THE WAREHOUSE

The customer sends the material to the warehouse of TUM Italia. A check is done, the material is divided and it is sent to each e-commerce logistics HUB

2

MONITORING PHOTO INSERTING INTO THE BOXES

Ecommerce starts the activity and sends photos during the e-Commerce boxing process

3

MYSTERY SHOPPING

Video during the process of opening the package (mystery shopping)

4

STATEMENT OF END OF CAMPAIGN

End-of-activity e-commerce statement



Simple Sample™ guarantees:
HACCP compliant.
Product safety and integrity.
Tracking of every movement.
Sending the order by carriers.
Controlled temperature in
warehouses and transport.

CASES HISTORIES

COSMETICS & BEAUTY



CLIENT

P&G Italy & Spain

BRAND

Magazine Victoria50

TARGET

women over 50

GOAL

Leads generation

QUANTITY

70.000

SAMPLE

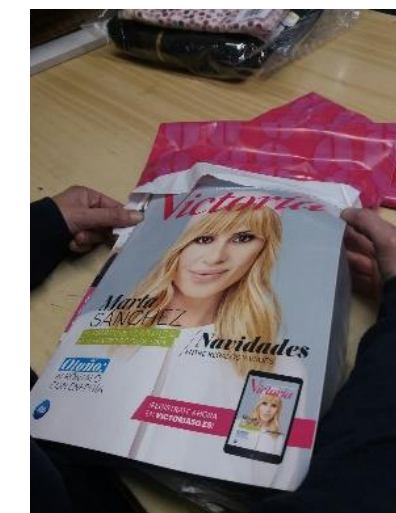
NetRetail fashion & home decor

CALL TO ACTION

Lead generation

REDEMPTION

NA





CLIENT

P&G Italia

BRAND

Lenor Unstoppables

TARGET

Sporty people

GOAL

Purchase

QUANTITY

80.000

SAMPLE

Sachet + leaflet

CALL TO ACTION

amazon

REDEMPTION

nd

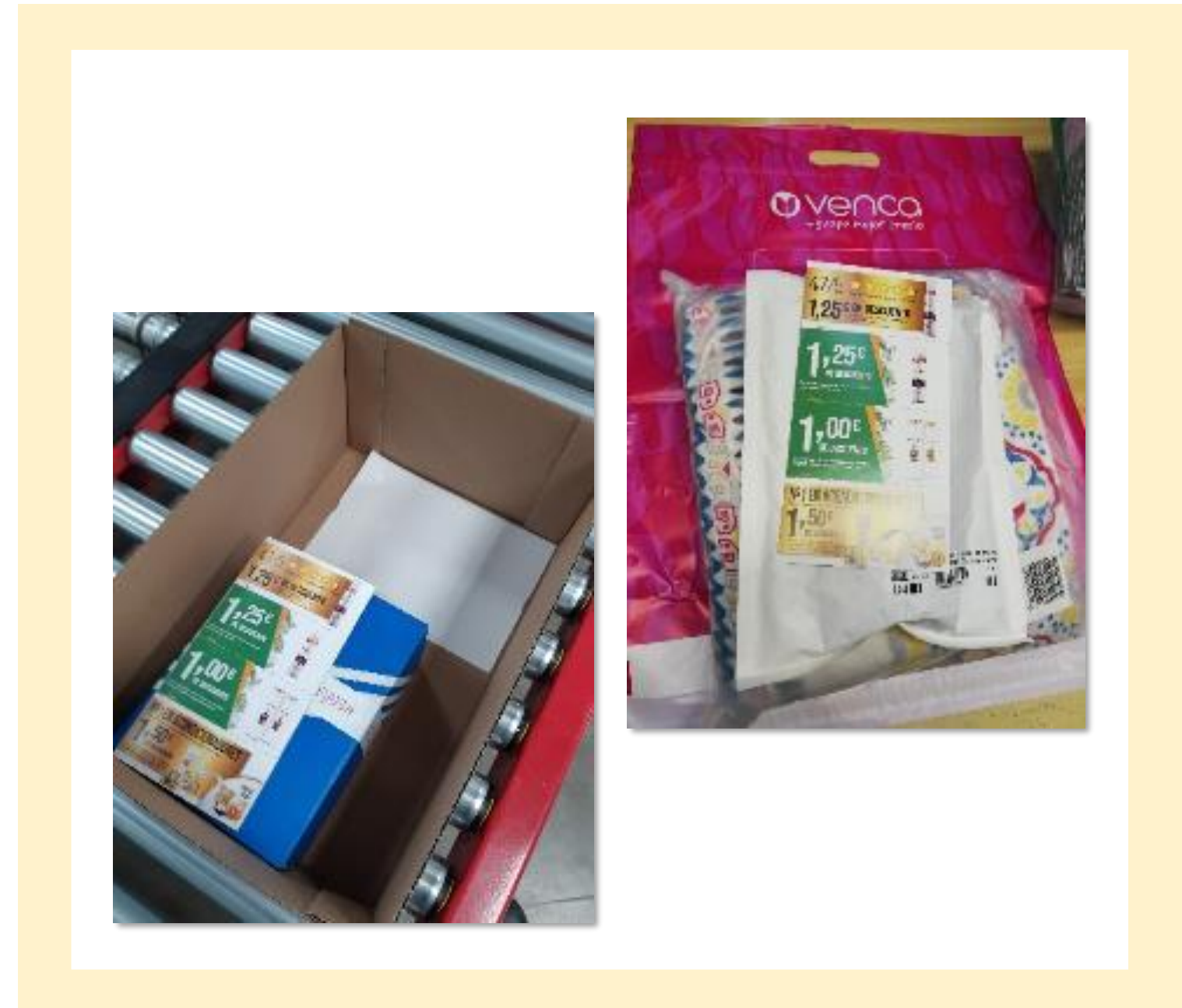




CLIENT	P&G Italia
BRAND	Victoria
TARGET	Woman +50 y.o
GOAL	Purchase
QUANTITY	50.000
SAMPLE	Magazine 65 gr
CALL TO ACTION	supermarket
REDEMPTION	nd



CLIENT	P&G Spain
BRAND	Pantene
TARGET	Woman
GOAL	Purchase
QUANTITY	50.000
SAMPLE	coupon
CALL TO ACTION	Purchase on supermarket
REDEMPTION	nd





CLIENT

Clarins

BRAND

Clarins Milky Boost

TARGET

Women – decision maker

GOAL

Trial & e-Commerce sales

QUANTITY

NA

SAMPLE

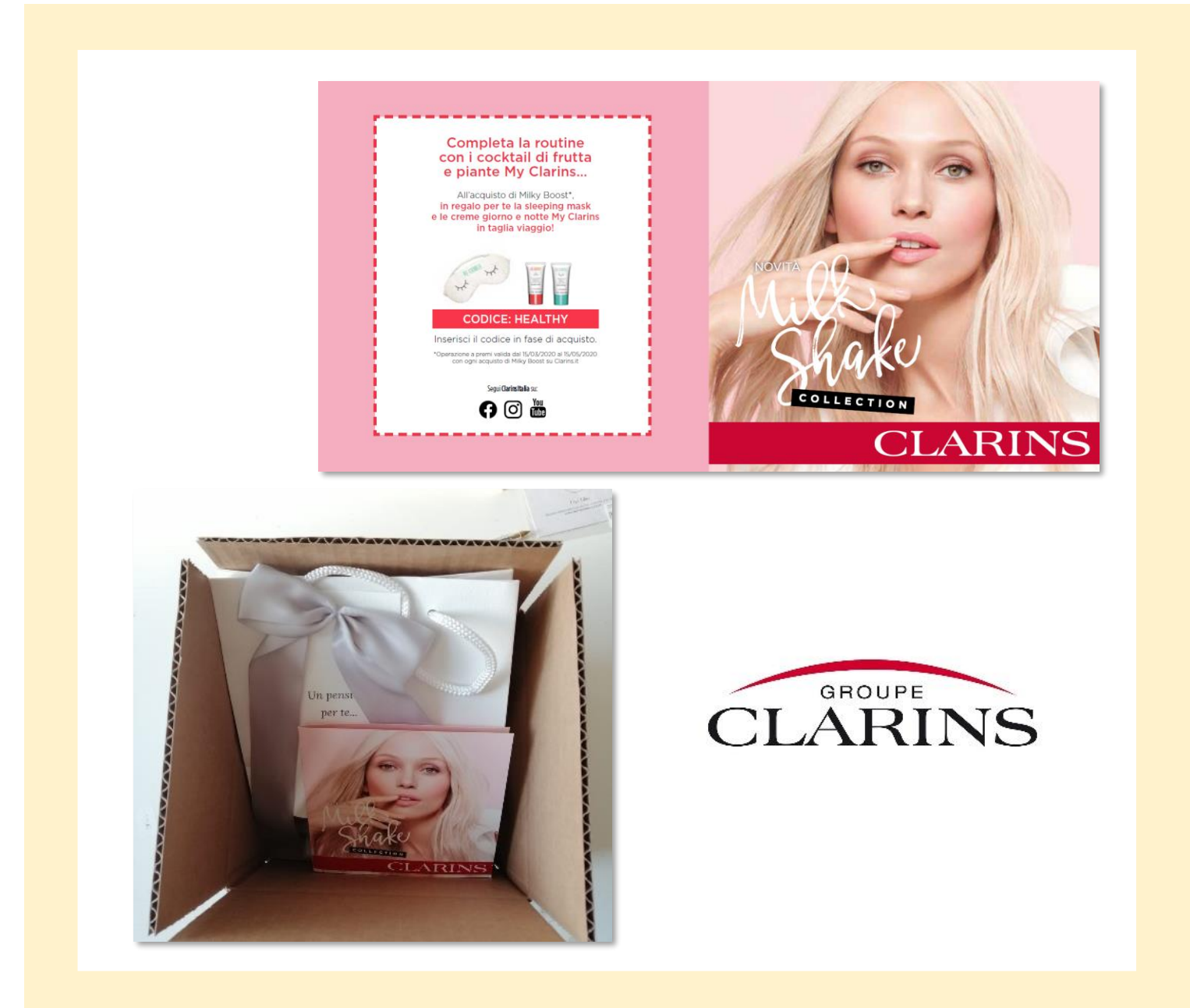
sample + coupon

CALL TO ACTION

Leads & Sell

REDEMPTION

NA



GROUPE
CLARINS



CLIENT

Clarins

BRAND

Clarins ReBoost

TARGET

Women – decision maker

GOAL

Trial & e-Commerce sales

QUANTITY

NA

SAMPLE

sample + coupon

CALL TO ACTION

Leads & Sell

REDEMPTION

NA





CLIENT

L'Oréal

BRAND

Lancôme

TARGET

Women – decision maker

GOAL

Trial

QUANTITY

NA

SAMPLE

sample + coupon

CALL TO ACTION

Leads & Sell

REDEMPTION

NA



* Managed by media Center



CLIENT	Beiersdorf
BRAND	Florena – fermented skin care
TARGET	Women – decision maker
GOAL	Trial
QUANTITY	13.500
SAMPLE	sample + coupon
CALL TO ACTION	Leads & Sell
REDEMPTION	NA



* Managed by media Center



CLIENT

Caudalie

BRAND

Caudalie The des Vignes

TARGET

Women – decision maker

GOAL

Trial + leads generation + e-Commerce sales

QUANTITY

20.000

SAMPLE

Organza bag + sample + coupon

CALL TO ACTION

Leads & Sell

REDEMPTION

NA





CLIENT	Lancôme Paris
BRAND	Idôle
TARGET	Women – focus luxury
GOAL	Trial + online shopping
QUANTITY	20.000
SAMPLE	Sample + coupon
CALL TO ACTION	Shop online to e-shop Lancôme
REDEMPTION	confidential



* Managed by media Center



CLIENT

Shiseido

BRAND

Issey Miyake – Man

TARGET

Man – focus luxury

GOAL

Trial

QUANTITY

140.000

SAMPLE

Sample

CALL TO ACTION

No

REDEMPTION

confidential



* Managed by media Center



CLIENT

L'Oréal

BRAND

Botanicals Fresh Care

TARGET

Women – decision maker

GOAL

Trial

QUANTITY

60.000

SAMPLE

Sample 10 ml + leaflet

CALL TO ACTION

no

REDEMPTION

NA



* Managed by media Center



CLIENT

Yves Rocher

BRAND

Hydra Végétal

TARGET

Women Millennial

GOAL

Trial

QUANTITY

60.000

SAMPLE

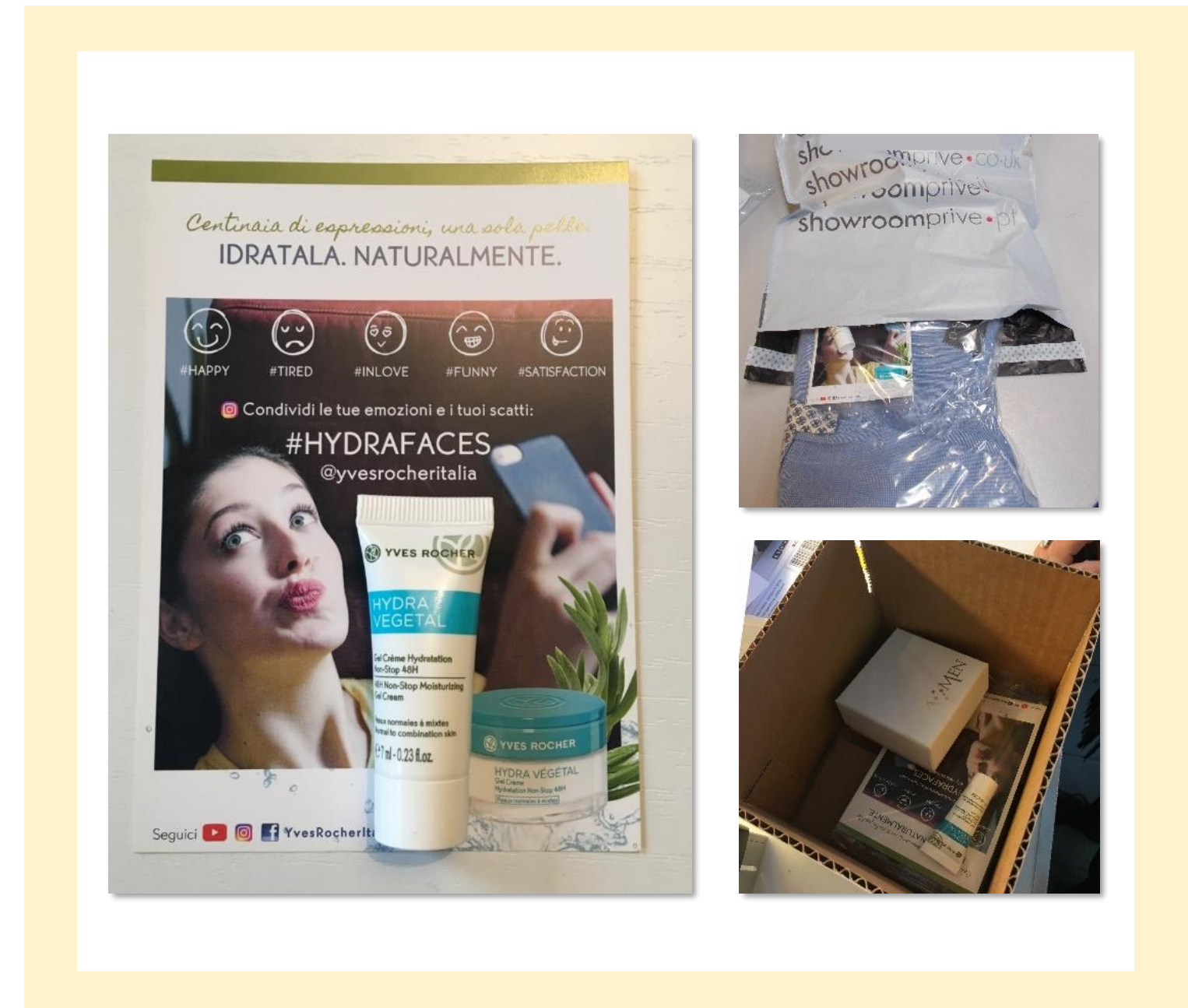
Sample 7 ml + leaflet

CALL TO ACTION

Trial + Social Network

REDEMPTION

NA



* Managed by media Center



CLIENT

Estee Lauder

BRAND

Tommy Hilfiger

TARGET

Man

GOAL

Trial

QUANTITY

25.000

SAMPLE

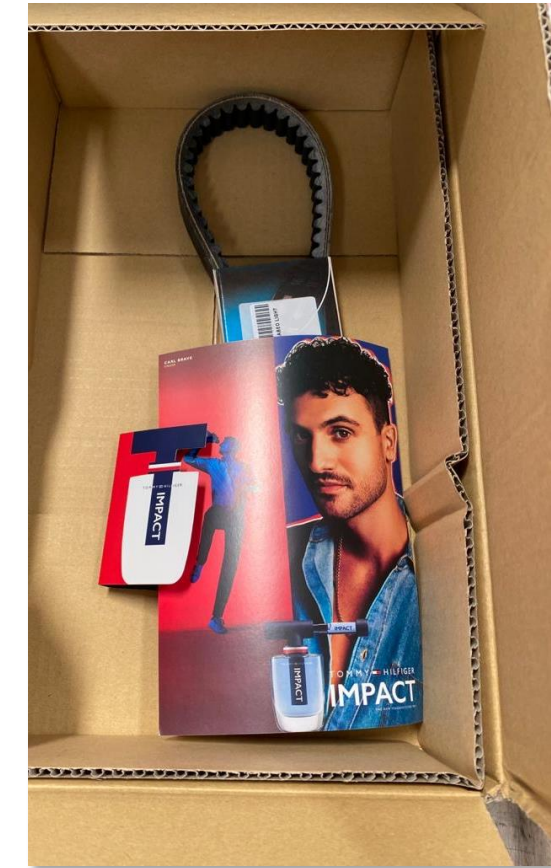
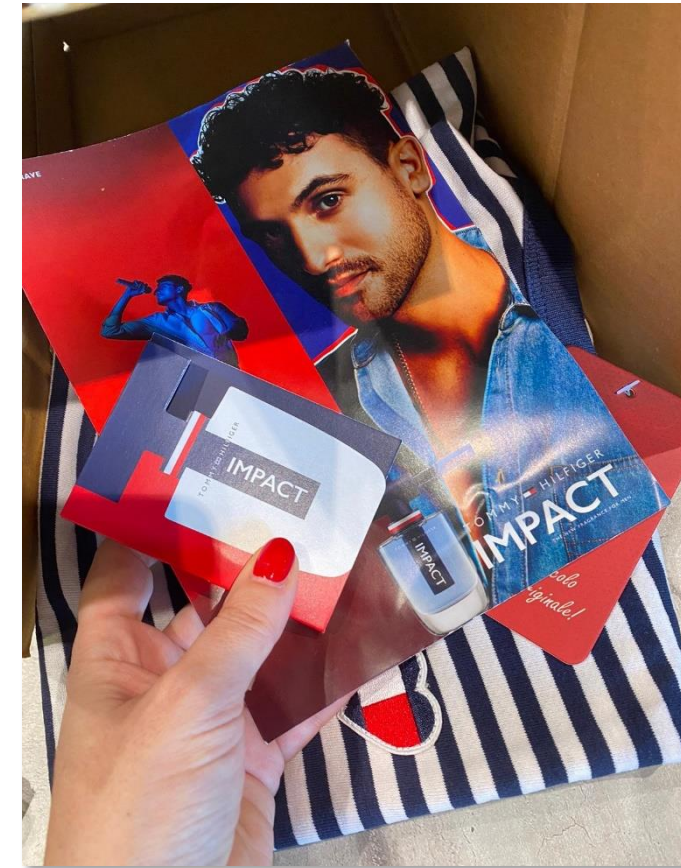
Sample 1,5 ml + leaflet

CALL TO ACTION

Trial + esurvey

REDEMPTION

NA



* Managed by media Center

CASES HISTORIES

HOME CARE



CLIENT

Henkel Italia

BRAND

Bref WC

TARGET

Decision Maker

GOAL

Purchase

QUANTITY

130.000

SAMPLE

Coupon + product

CALL TO ACTION

Purchase on supermarket

REDEMPTION

nd



Henkel

CASE STUDIES
HOME CARE

CLIENT

Fater

BRAND

ACE

TARGET

Decision Maker

GOAL

Trial & Purchase

QUANTITY

50.000

SAMPLE

Sample Degreaser 100 ml + floor washer + coupon

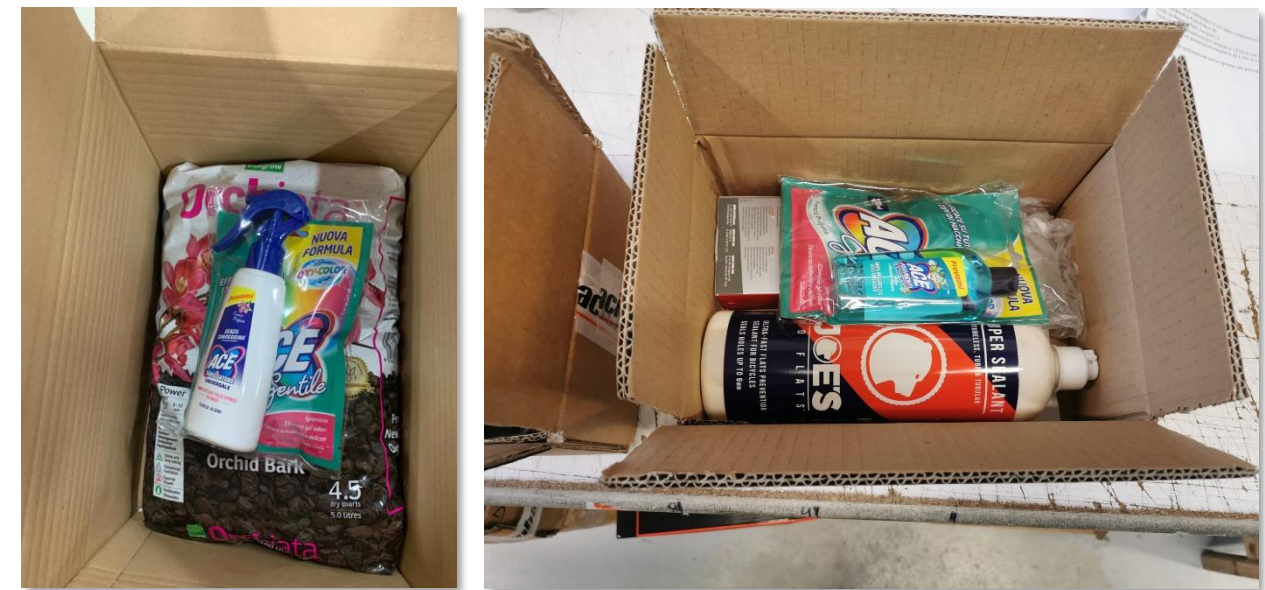
CALL TO ACTION

Purchase on supermarket

REDEMPTION

nd

**FATER**
Growing for a better life





CLIENT

Unilever

BRAND

Lysoform

TARGET

Families with babies

GOAL

Trial

QUANTITY

560.000 sample – 280.000 sample kit

SAMPLE

2 sample 65ml + leaflet

CALL TO ACTION

nd

REDEMPTION

nd

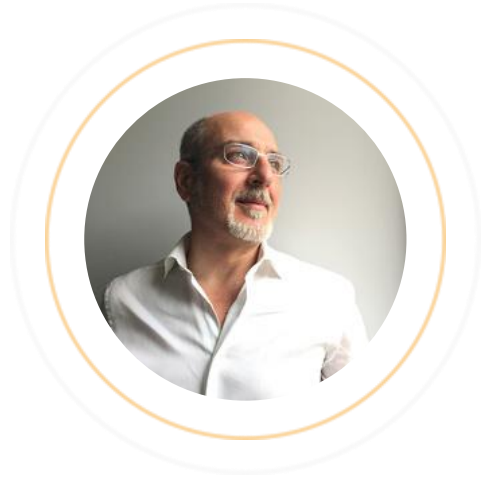




Andrea Vitrotti

CEO & Founder

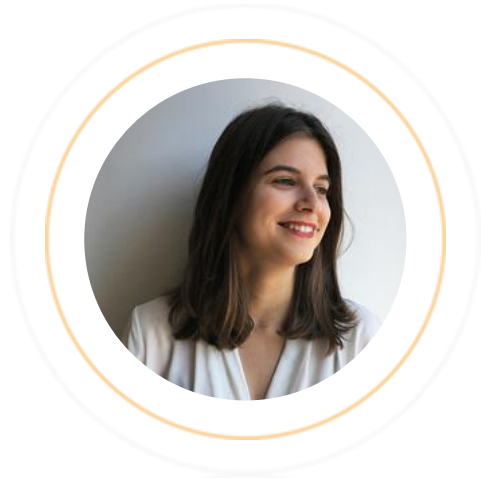
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Mauro Cremis

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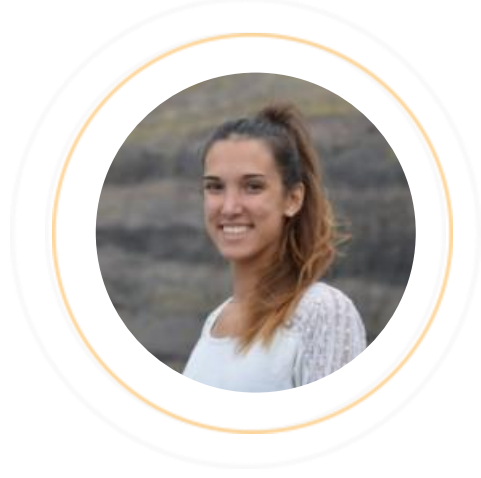
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Contacts

**Some campaigns have been commissioned from the customer's media center*