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## Sampling = Sales

Can you pass up a free sample? Well neither can consumers.

A research study conducted by Arbitron, in conjunction with Edison Media Research, found that nearly 30% of consumers are offered product samples at least once every three months and 64% of them will accept and try the product. What does that represent for manufacturers and retailers and how does that translate into increased sales?

### Same Day Sale Boost

The Study was conducted in early 2008 and found that product samples produced a same-day sales lift. Over a third (35%) of consumers who tried a sample purchased the product during the same shopping trip. This effect spanned across all customers – regardless of whether this was their first introduction to the product or a repeat purchase.

### Long-term Impact

Not only did sampling allow for same-day sales increases, but the long-term outlook was positive as well. Nearly half of those sampling the product had intentions of purchasing that product in the future, with that number growing to 85% among those that had purchased the product before. These results indicate that sampling can contribute to customer retention and increased brand loyalty.

### Beat the Competition

In many cases, sampling-inspired purchases actually take sales away from competitors. Survey results indicated that 24% of shoppers decided to buy the sampled product rather than another product that they had planned to purchase.

### Getting Sampling ROI

While sampling is one of the most expensive promotional tactics, it can also be among the most effective, if executed properly. The bottom line is sampling not only entices consumers to try your product for the first time; this effective tactic can also encourage initial and repeat purchases.

