



Introduction

Sampling Program

- Prospect Media delivers product samples to consumer doors using proprietary targeting methods and distribution channels.

Program Success

- Direct to consumer household sampling has shown to produce significant increases in sales lift.

Panel Match

- Sampling program results are measured using market leading metrics through AC Nielsen consumer panel.

Methodology

AC Nielsen panelists scan all their purchases at every shopping occasion

Shopping patterns are measured before and after sample distribution

Sales lift is calculated for sample drop based on penetration, \$ per buyer, projected buyers and many other metrics

- AC Nielsen compares data from targeted and non-targeted households to determine the sales lift achieved during an 8 week period prior to sample delivery and 8 weeks post delivery.

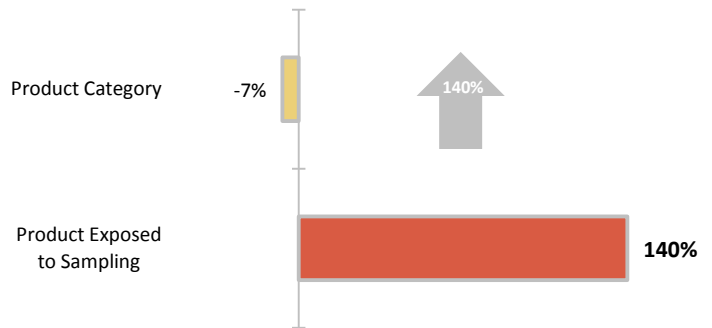
Results

- In the 16 week study period, category sales decline 7% nationally.

- **During the same time period, Brand X experiences a 140% sales lift within targeted areas receiving samples.**

- As a result of Prospect Media's direct-to-home sampling, Brand X buyer counts increased in volume from 4,400 units to 10,600 units.

Sampling Product Sales Lift



Product X Unit Purchases

