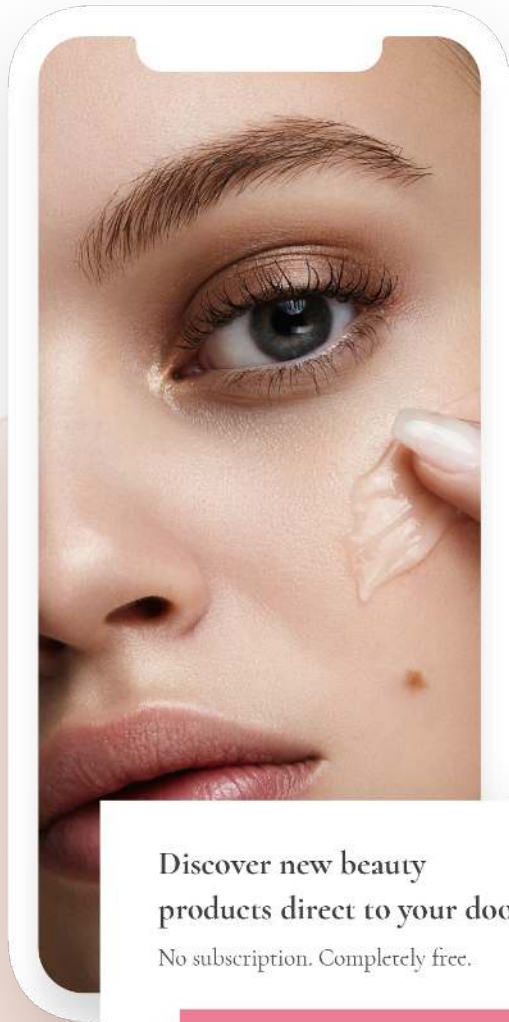




Getting started with sampling communities

Your audience is waiting!



Discover new beauty products direct to your door.

No subscription. Completely free.

GET FREE SAMPLES

Want to reach precisely targeted and exceptionally engaged consumers for your next product launch or promotion?


They're already waiting for you — at sampling communities.

One of the most efficient ways to target and execute digital sampling campaigns is through online communities. Communities are opt-in groups of consumers who have already raised a hand to say: "I'm in-market and want to try your products."

In this guide, you'll discover what online communities are all about, how to leverage them to grow your brand and revenue, and what successful campaigns look like.

Let's go!



A hand holding a smartphone displaying a product page for 'Fragrance Intense'. The screen shows the product name, 'Fragrance Intense Hydrating Essence', and a blue button with a right arrow. The background is a blurred outdoor setting.

What you'll learn in this guide

01

What is a sampling community?

02

Why community data is so valuable

03

What the consumer journey looks like

04

The unique benefits of SoPost-powered communities

05

The results other brands are getting

06

How to get started!



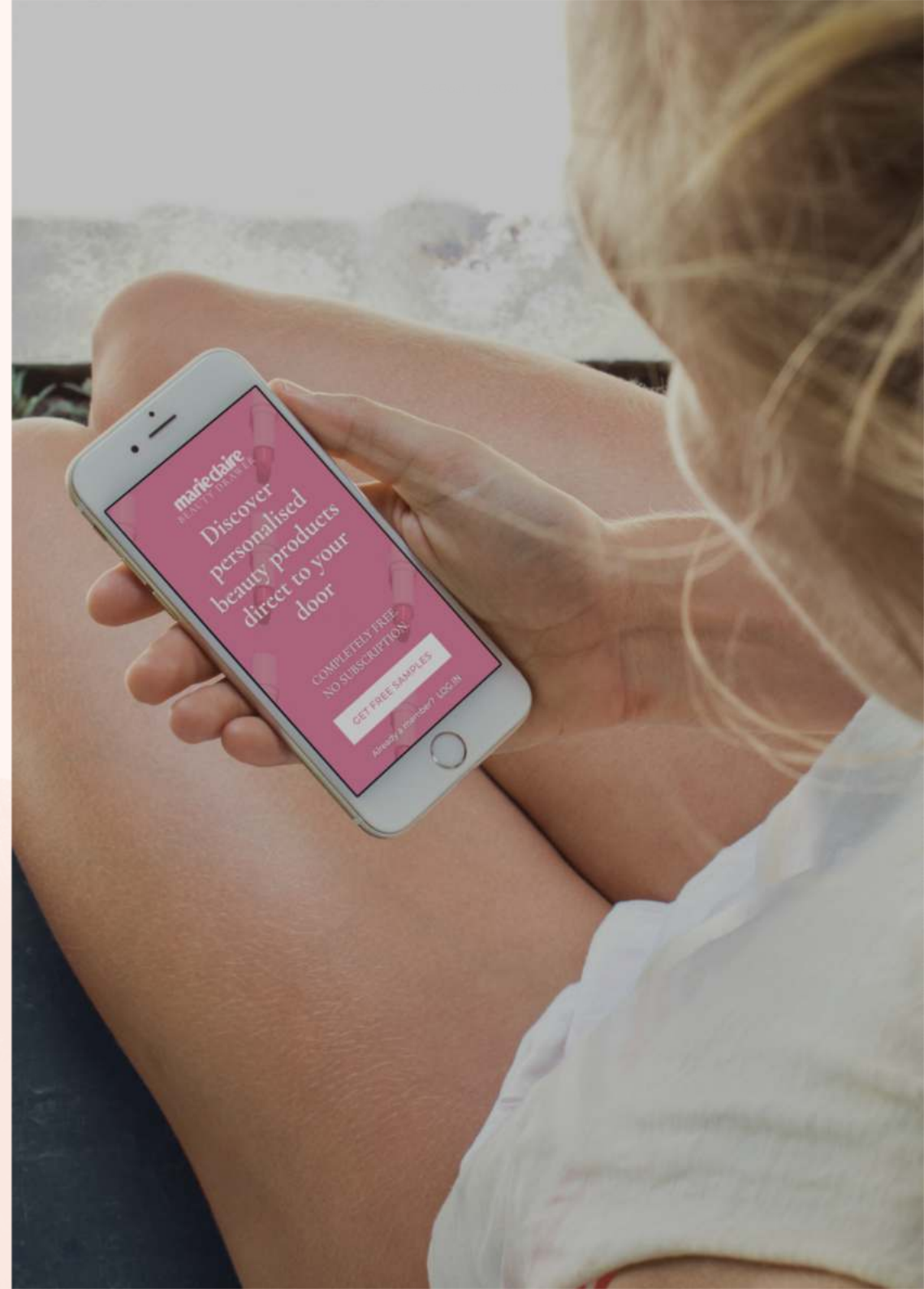
01

What is a sampling community?

Online communities like PopSugar Dabble, Marie Claire Beauty Drawer, and OK! Beauty Club, are platforms where consumers can opt-in to receive sample offers based on their preferences. By providing profile information, they can receive free sample offers that are relevant to their interests.

New moms looking for the best products for their babies; beauty buffs who love to try the newest shades, scents, or serums; foodies; fitness fans, and many other categories of consumer provide profile information in order to receive products to try.

Marketers like you can then segment and target the community with sample offers and see measurable growth in awareness and purchases because the audience is so relevant and engaged.



Do you wear SPF daily?

Yes No

Do you take beauty supplements?

Yes No

If yes

Always Sometimes

Do you prefer to buy veg

Always Sometimes

What ma

Dewy Normal

What best desc

Fine Normal

Do you have sensitive skin?

Yes No

Do you wear fake tan

Yes No


es do you buy in a year?


1 or 2 3 or 4 5 or more

What best describes your

Dry Normal Oily

Hi, Sarah White!

London, UK  Joined 3 August 2020



- Basic Beauty Profile
- First Product Reviewed
- Verified Email
- First Product Ordered

Update your beauty profile >

02

Granular data you can trust for targeting

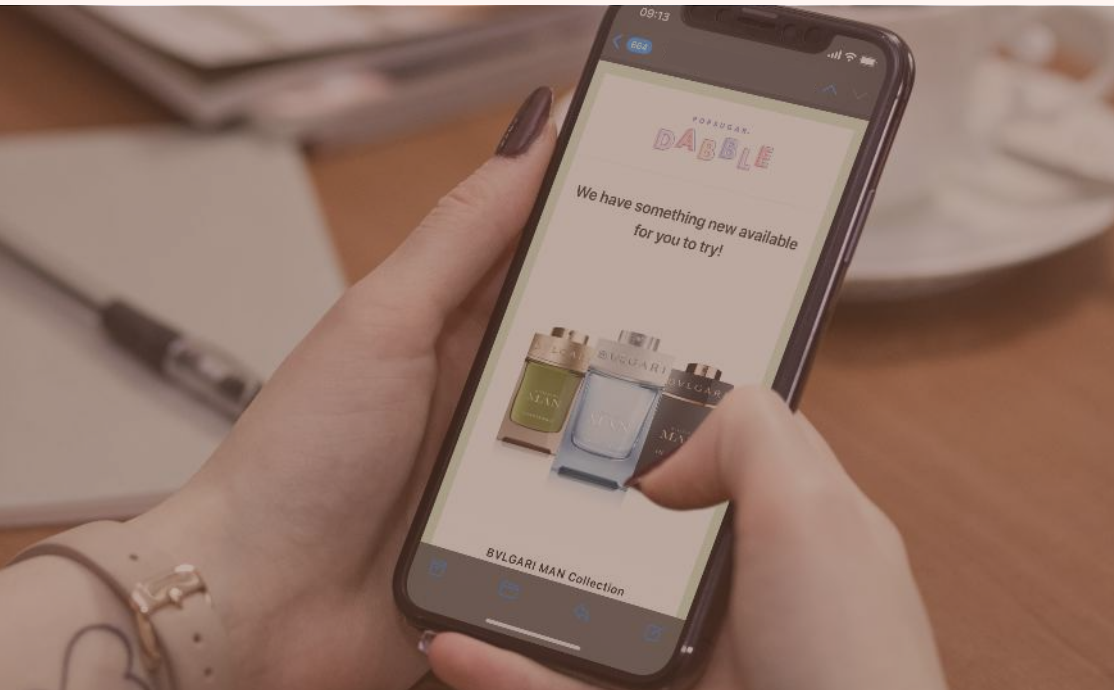
Communities offer exceptional high-quality data that is safe and fraud-free

- Community members build their own personal profiles. They share their name, email address, shipping address, age and gender.
- Personal characteristics and preferences are captured in question categories like beauty, family, or health.
- Aggregated data can then be segmented to enable brands to target only the community members who meet their criteria.



03

The community consumer journey



They Join

Consumers sign up to the community and create profiles. Personal characteristics and preferences are captured in question categories like beauty, family, or health.

You Target

You target your sample offer to the relevant member segment. You can include diagnostic tools so consumers who request samples can choose a shade, flavor, or other option. Consumers can also opt-in to further marketing at this point.

We Deliver

Your sample is delivered to the consumer's doorstep. All fulfillment and packaging is handled by SoPost.

They Review

Consumers provide feedback on your products, and answer any custom questions you create for future product or campaign development.

They Purchase

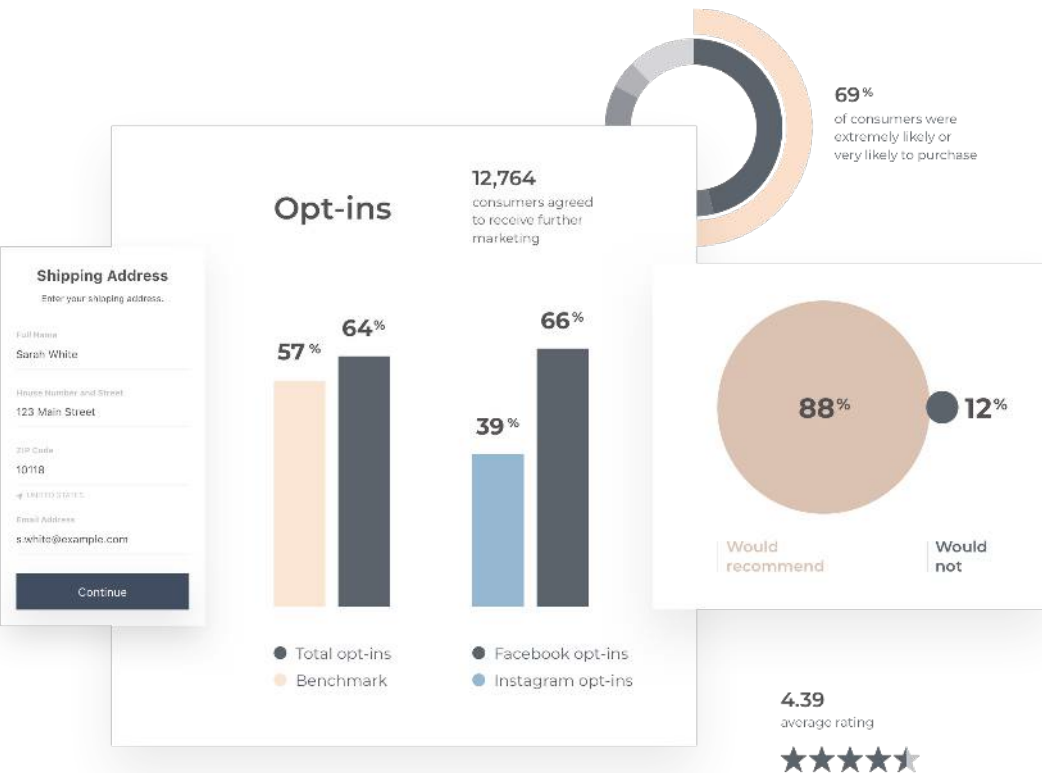
Follow-up messages and any incentives are delivered via email to capture intent and drive sales directly.

You Analyze

We provide rich, detailed post-campaign analytics on every aspect of your campaign and the consumer experience.



The benefits of the community channel



Highly relevant data segments

Stronger, deeper audience data for precision-targeted campaigns, reaching only the most relevant consumers. AI-driven filtering validates your audience to minimize waste.

High response rates

A highly engaged audience results in excellent response rates. Click-to-purchase is also consistently higher than average at **27%**.

Trusted, brand-safe environment

Trust in the community partner brand means better results for you. And as the user journey is fully self-contained, it's 100% safe and fraud-free.

Rich data and analytics

SoPost's advanced technology platform gives you robust data for both quantitative and qualitative analytics.

Enthusiastic engagement

The opt-in format, a personal community dashboard for each consumer, free samples, and a great consumer experience add up to guaranteed consumer engagement.

No variable media spend or surprise fees

No need to buy traffic or social paid promotion: SoPost Communities are an end-to-end channel solution with no hidden fees.



Case study: Pollen

A 10,000 member focus group

Pollen wanted to drive sales and awareness of its products while gathering insight and consumer feedback along the way. But CBD-containing products face certain advertising restrictions in the United States, so Pollen turned to sampling as a way to reach their goals and stay compliant.

With PopSugar Dabble powered by SoPost, Pollen was able to sample three of its products to a highly engaged and carefully curated audience. The campaign simultaneously served as market research for Pollen, allowing the brand to better understand how the different sampled products were received.



9,984
targeted consumers
received a sample

3,046
five-star reviews
earned

57%
of consumers
opted-in to further
marketing

87%
of consumers would
recommend CBD
Gummies to a friend



Case study: IMAGE Skincare

Spas closed, but communities stayed open

IMAGE Skincare products are normally sold in spas, but during the pandemic, that channel to loyal customers was cut off. The brand was looking for a way to engage customers directly while also learning more about their D2C audience.

On PopSugar Dabble, IMAGE Skincare was able to run a targeted sampling campaign to women aged

25-34 on an active beauty community with an audience eager to provide product feedback.

Once activated via Dabble, IMAGE Skincare was able to quickly distribute their samples and in turn gather detailed insight on the serum as well as overall brand feedback.



73% of consumers said they would switch to IMAGE Skincare's Vital C Anti-Aging Serum as their everyday serum

96% of consumers would recommend Vital C Anti-Aging Serum to a friend

57% of consumers were likely to buy within the next six months



With SoPost, it's seamless.

With SoPost communities, we take care of everything from end to end, including point of activation, fulfillment and feedback.

SoPost is a technology company that works with many of the world's leading brands to help them run their online product sampling campaigns. We are also the engine behind the leading online communities for digital sampling, making the entire campaign process effortless for brands.

Ready to tap into sampling communities powered by SoPost?

Build an engaged audience of brand and category enthusiasts by sending product sample opportunities directly to consumer inboxes. It's a powerful way to reward existing customers, acquire new customers, and drive sales.

Kellogg's

L'ORÉAL
PARIS

PURINA

ESTÉE LAUDER

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LA MER

pepsi

Nestlé

YVES SAINT LAURENT

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GIORGIO ARMANI

TOM FORD
BEAUTY





Relevance. Data. Analytics.

Your product samples in the right hands.

Contact us on sales@sopost.com
to learn more.

