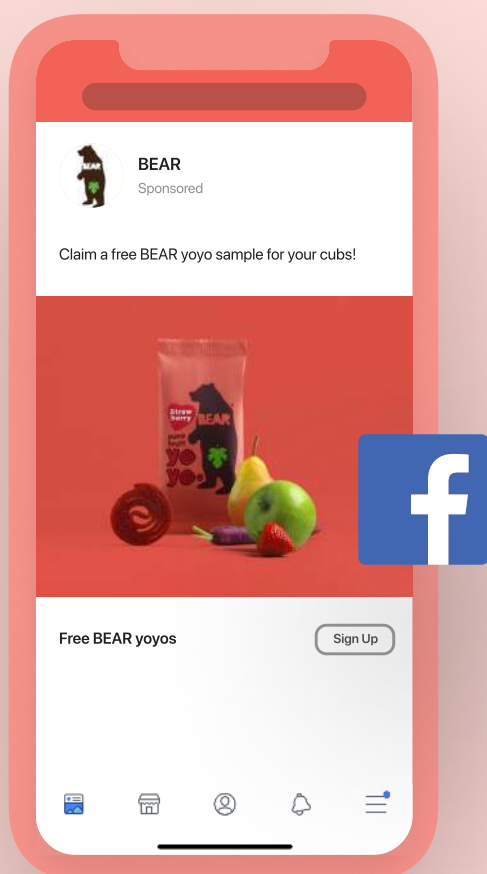


BEAR

BEAR's online sampling campaign lifted product sales by 5.3%

Objective

BEAR's objective was to drive the trial of Strawberry Yoyos through a social sampling campaign.



Solution

BEAR created a Lead Ad on Facebook and Instagram, inviting consumers in their target audience to try a Strawberry Yoyos sample.

While having control over the ad creative, targeting and spend, the brand was able to utilize SoPost's technology as well as both Facebook and Instagram Lead Ad integrations to engage the target audience, facilitate the claiming and shipping of the sample and encourage post trial conversion.

| **9,960**

targeted consumers
received a sample

Results

Consumers who received a sample were contacted via email after their moment of trial to provide feedback and reviews.

50%

consumers opted-in to further marketing

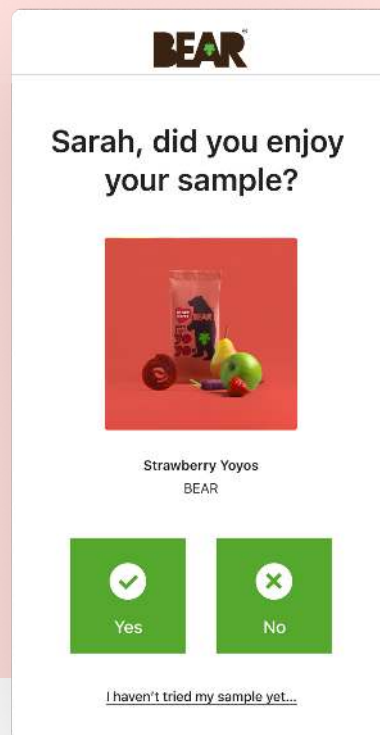
1,901

five-star reviews earned



4.56

average rating



82%

of consumers were likely to buy within the next six months

95%

of consumers would recommend Strawberry Yoyos to a friend

5.3%

sales uplift tracked through in-store sales analysis

