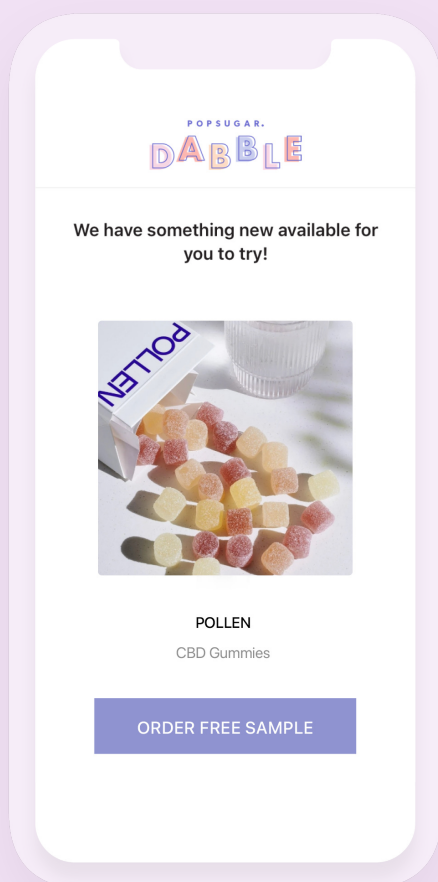


POLLEN Case Study

POLLEN leverages a community approach to CBD sampling

Objective

POLLEN came to SoPost with two main objectives. Firstly, they were looking for a channel that could help drive sales and awareness as the brand launched into the U.S. market. Secondly, the brand was looking to do some market analysis by using 3 different products as part of the launch to gather insight and consumer feedback.



Solution

For products containing CBD there are many restrictions and regulations on how and where they can be advertised. Unable to launch their No Pressure CBD Gummies in the U.S. via social media advertising, POLLEN turned to one of SoPost's own audiences for a Community approach instead.

By using POPSUGAR's Dabble community, powered by SoPost, POLLEN was able to sample 3 of its products to a uniquely engaged and targeted audience. By using a community as part of their launch plan POLLEN was not only able to sample physical product but also had an opportunity to better educate the audience on its product offering by using email communications within the community. This allowed for greater transparency between brand and consumer, while simultaneously generating market research for POLLEN based on consumer feedback, allowing the brand to better understand how the different sampled products were received and reacted to.

| **9,984**

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.

57%

consumers opted-in to further marketing

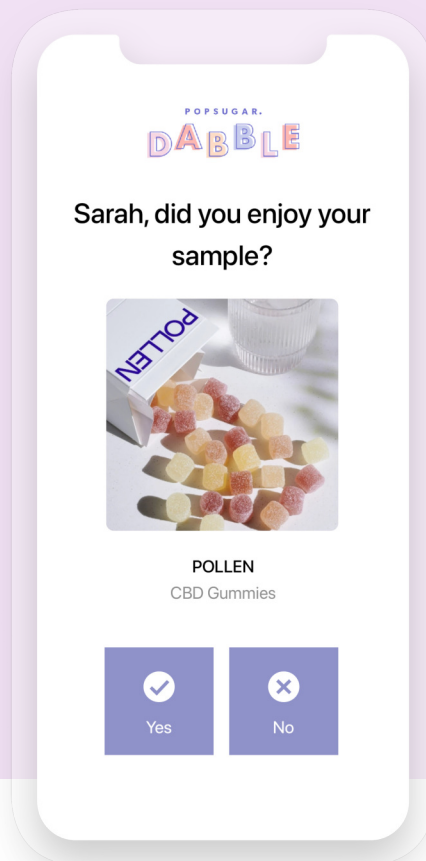
3,046

five-star reviews earned



4.14

average rating



51%

of consumers were likely to buy within the next six months

87%

of consumers would recommend CBD Gummies to a friend

7%

of consumers said they had already purchased

