



# BRINGING THE STORE INTO THE CONSUMER'S HOME

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The modern shopping experience is ever-evolving. Consumers are having groceries delivered to their doorsteps, discovering new products on social media, and using voice assistants to make purchases. E-commerce sales account for nearly 11% of the total U.S. market across all merchants, and are predicted to increase 14.8% year-over-year. By 2023, U.S. e-commerce sales are expected to reach \$915 billion. Due to the pandemic, e-commerce growth is quickly accelerating at a much more rapid pace.

With the surge in online shopping, many of whom were first-time online grocery shoppers, consumer behavior is expected to maintain the new normal of shopping online for groceries, household items, and non-essentials. The path to purchase now starts in the home.

As leaders in audience engagement solutions through Connected Sampling and Click2Cart® one-click conversion, we have joined forces to showcase how brands and retailers can increase purchase conversion and capture market share when consumer online shopping is at an all-time high.



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# A SHIFT IN CONSUMER BEHAVIOR

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Since shelter-in-place went into effect, the percentage of people who report having ever bought groceries online has increased to 60% — virtually overnight. In fact, more than half of online grocery shoppers made their FIRST-ever online grocery purchase this year. A whopping **38% of online grocery shoppers made their first purchase** in the past month.

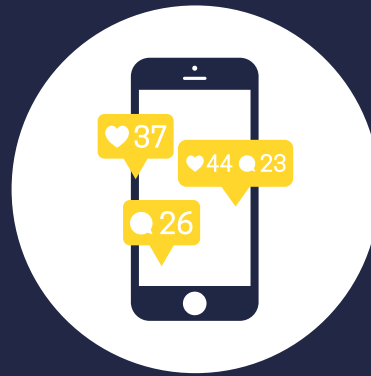


# DRAMATIC AND IMMEDIATE INCREASE IN CARTING

Personal care items are having the highest carting rate increases, but food and cleaning supply brands are also significantly up.



**+110% - 400%**  
FROM BRAND WEBSITES



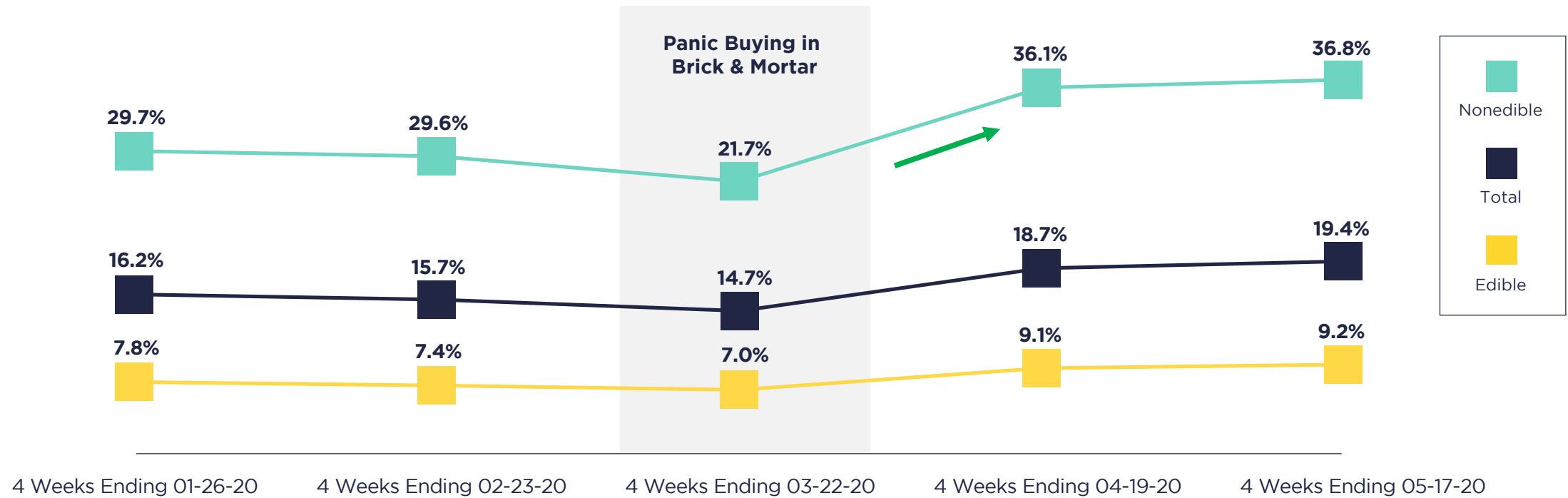
**+30%**  
FROM SOCIAL POSTS



**+18%**  
FROM DIGITAL ADS

# SIGNIFICANT SHARE OF POST-COVID-19 CPG SPEND TO E-COMMERCE

## Total E-Commerce Share of Omni-Channel in U.S.



# FROM STOCKPILING TO PANTRY ESSENTIALS

With the rise in online grocery shopping, consumers are filling their pantries with more essentials compared to a year ago. As consumers spend more time at home, kitchen confidence has soared. Many consumers are saying that cooking meals at home will be part of their new normal.

Of consumers:

**73%** Enjoy cooking more than before

**54%** Cooking more

**46%** Baking more

Source: eMarketer, February 2020



# BOREDOM FUELS A SHIFT IN BRAND LOYALTY

Entertainment is the **hot new conquest currency** for CPG. Across categories, consumers report purchasing new products and brands.

In the past two months, have you bought new products or new brands of products because?	PREFERRED BRAND WAS OOS	FUN TO TRY SOMETHING NEW	WANTED TO SAVE MONEY	CURRENT BRAND WASN'T WORKING WELL
<b>ANY YES</b>	<b>90.7%</b>	<b>72.3%</b>	<b>71.8%</b>	<b>48.5%</b>
Beauty	33.0%	26.3%	24.8%	19.7%
Food	71.8%	48.2%	49.7%	22.8%
Home Care	41.5%	19.7%	27.3%	17.7
Paper Goods	69.0%	19.2%	40.0%	17.5%
Laundry Care	38.8%	19.5%	28.5%	15.0%
Personal Care	22.8%	12.8%	14.8%	9.3%
Pet	21.5%	13.7%	13.5%	8.2%
Alcohol	18.8%	22.0%	12.8%	6.0%

How likely are you to continue purchasing the new products or brands in the future?	PREFERRED BRAND WAS OOS	FUN TO TRY SOMETHING NEW	WANTED TO SAVE MONEY	CURRENT BRAND WASN'T WORKING WELL
<b>Definitely/Probably Will</b>	<b>61.5%</b>	<b>66.5%</b>	<b>61.3%</b>	<b>45.5%</b>
Definitely/Probably Won't	26.2%	14.4%	17.1%	18.5%
Haven't Used Yet/Unsure	12.3%	19.2%	21.5%	36.0%



Things won't go "back to normal" after COVID-19. **Only 20% of online grocery shoppers say they'll return to brick-and-mortar-only buying** when the crisis is over. For many consumers, buying groceries online have become the norm.





**HOW CAN  
BRANDS  
EFFECTIVELY  
ENGAGE  
CONSUMERS  
WHEN BUYING  
GROCERIES  
ONLINE IS THE  
NEW NORM?**





# CONNECTED SAMPLING

THE NEW ERA OF SAMPLING BEGINS IN THE HOME





# A SHIFT IN THE SAMPLING LANDSCAPE

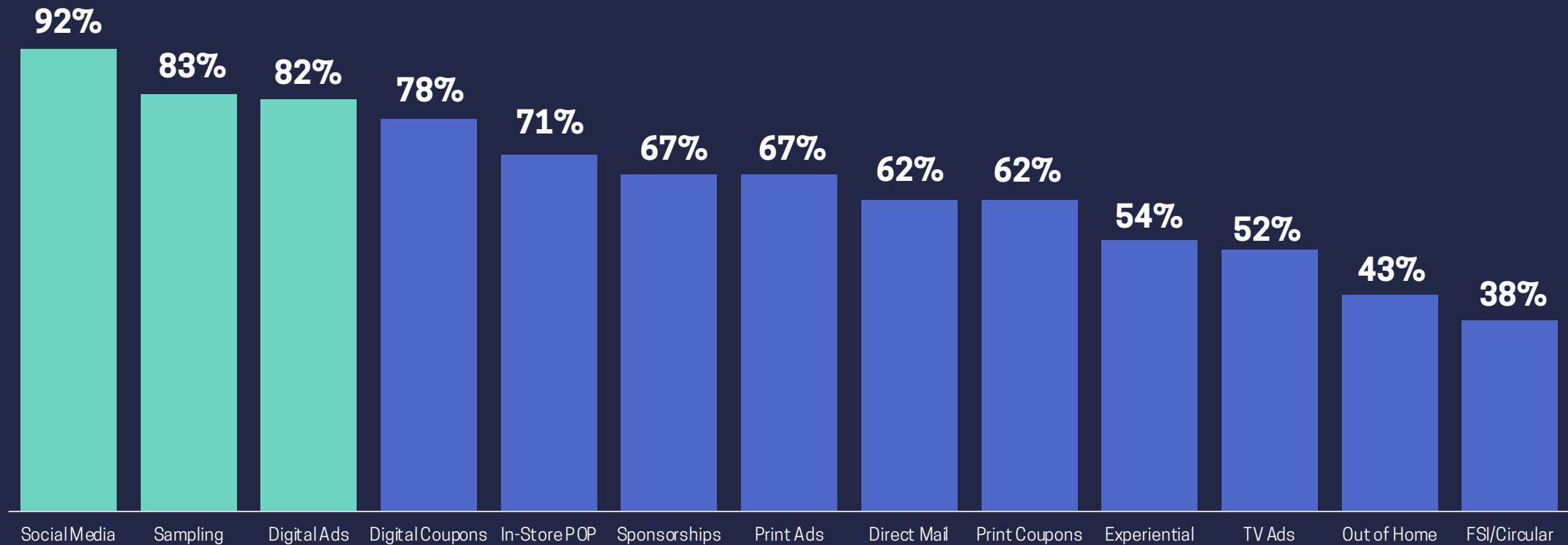
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Sampling has been instrumental to the marketing mix for years. With a shift in the way individuals consume media and now shop, sampling methods have shifted. Retailers are discouraging in-store product trial and consumers have expressed safety concerns. Brands have begun to search for new and innovative ways to effectively, efficiently and safely distribute samples to shoppers who seek trial before purchase.



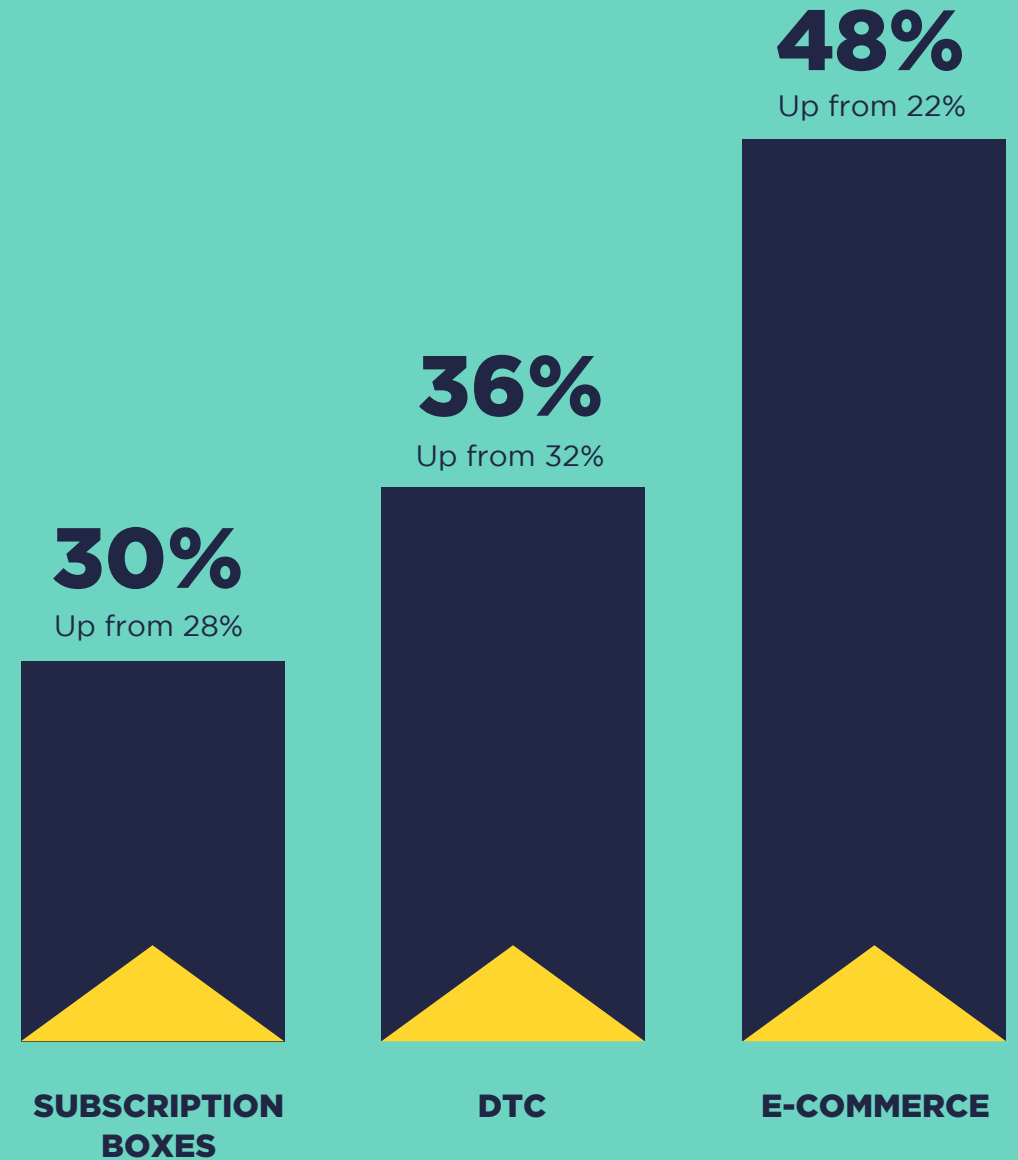
# HOW DO MARKETERS ENGAGE THE CONNECTED CONSUMER

To command consumer attention, marketers recognize the importance of an **omnichannel marketing strategy** and currently use these tactics within their media mix.



# IN-HOME SAMPLING METHODS ARE INCREASING IN DEMAND

Year over year, marketers have increased in-home sampling initiatives to provide consumers with a brand experience in the comfort and safety of their homes – where product trial is at its highest.



Source: Ensemble IQ 'CPG Perspectives and Usage of Sampling Methods' 2019

# METRICS THAT LEAD TO CONVERSION

Many measures of campaign success lead to purchase conversion.

## KEY INDICATORS OF CAMPAIGN SUCCESS AMONG CPG MARKETERS

When asked, 'How important are the following performance metrics or outcomes when considering sampling planning?'

**88%**

Consumer Reviews

**84%**

Brand Awareness

**80%**

Future Purchase Intent

**77%**

Product Trial

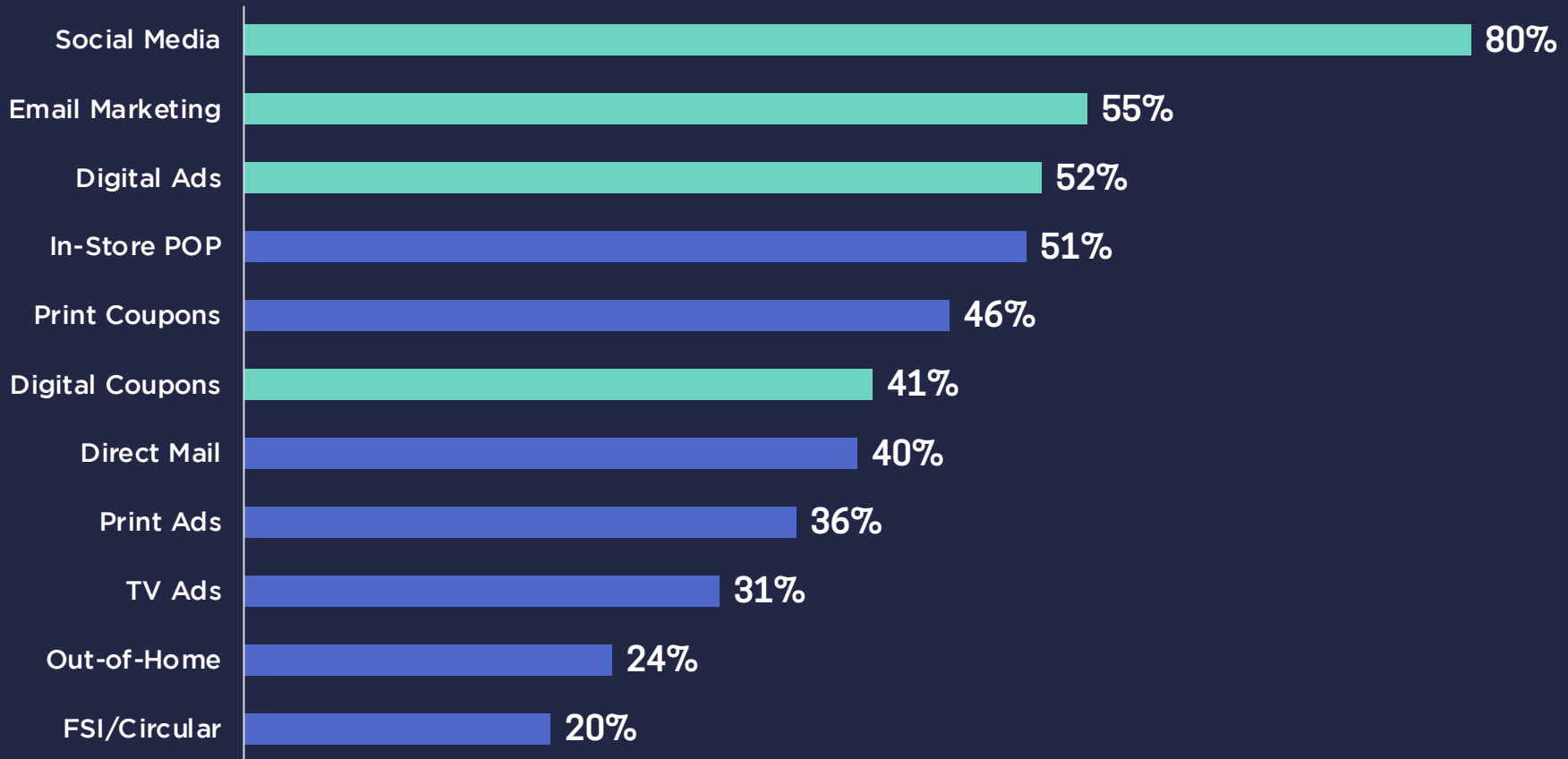
**75%**

Purchase Conversion



# CONTINUING THE CONVERSATION

Marketers rely on digital, email and social media post sampling as effective, efficient methods to engage a targeted audience.





# CONNECTED SAMPLING

Sampling is an icebreaker. It initiates conversation to build trust and loyalty. But the conversation doesn't end there. Incorporating digital tactics to accelerate purchase conversion provides a seamless shopping experience for consumers.





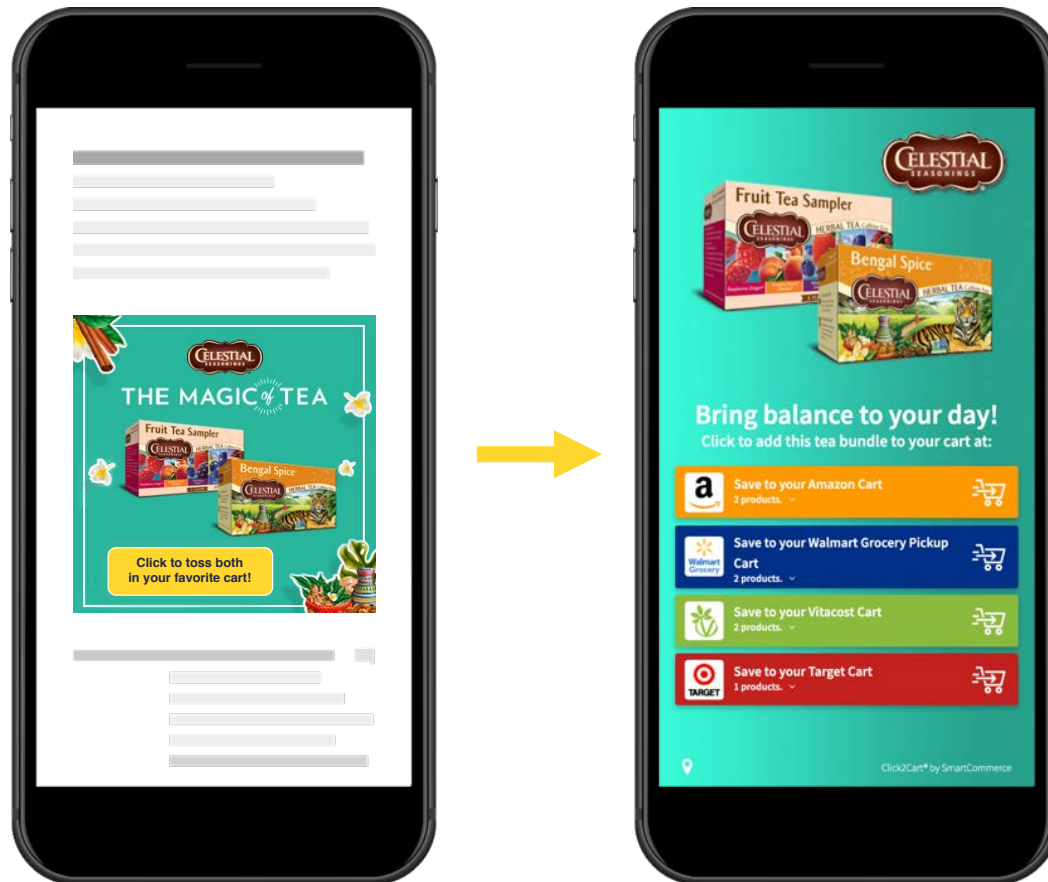
# CONNECT TO CONVERT

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Meet connected consumers where they are. Digital connectivity through one-click conversions from any digital impulse point, into any retailer cart.

# CONVENIENCE IS KEY FOR CONSUMERS

Drive impulse purchase when the cart is just a click (or scan) away.



## CURATION DRIVES ACTION!

Consumers cart  
multi-product  
bundles at

**1.2 - 2x**

the rate of single  
products!\*





# CASE STUDIES

MOVING CONSUMERS DOWN THE PURCHASE FUNNEL FASTER





# THE SWEET TASTE OF SUCCESS

## CASE STUDY | CONFECTIONERY

A notable candy brand ran a Connected Sampling™ campaign to increase household penetration and drive sales on Walmart.com. The campaign results drove measurable results by leveraging the power of conversational commerce and Click2Cart® combined with a strategic digital media campaign that included a premium look-a-like audience for Facebook digital display targeting.

## RESULTS

**123,867**

Total Product Carted

**\$2,365,486**

Total Product Value

**2.17%**

Average CTR





# REFRESHINGLY STRONG ROI

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## CASE STUDY | BEVERAGE

A leading beverage brand ran a Connected Sampling™ campaign with 67,500 samples distributed in a meal kit delivery orders. The campaign utilized Click2Cart® through one scan of a QR code, driving purchase consideration at Walmart.com. In tandem with small scale sampling, the campaign included digital display targeting active Walmart.com and Walmart Grocery shoppers to drive reach at scale.

Sources: Brandshare, SmartCommerce

## RESULTS

**18,210**

Total Product Carted

**0.17%**

Average CTR

**\$347,378.40**

Total Product Value

**2%**

QR Code Scan Rate

\*Based on 32% of shoppers that purchased product based on survey data



# LOOKING AHEAD

THE FUTURE OF E-COMMERCE



# TURN INSIGHTS INTO ACTION

## 1. Meet consumers where they are.

E-commerce will continue to accelerate as consumers make online shopping part of their routine. With increased online shopping, consumers will look for new ways to try products before purchase. With safety concerns, there is a reluctancy to try products through traditional sampling methods such as experiential or in-store demo. In-home sampling will remain a viable method to ensure safe product trial giving consumers peace of mind.

## 2. Make every touchpoint a conversion opportunity.

Brands who incorporate digital and add-to-cart technologies into their media mix will increase purchase conversion faster than those who do not.

## 3. Invest heavily while others pull back.

With consumer brand loyalty up for grabs, CPG brands who invest in "conquest" media can reach an audience that's shopping online more than ever before.





# SOURCES

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Brandshare Survey Data 2019

eMarketer, February 2020

Ensemble IQ 'CPG Perspectives and Usage of Sampling Methods', September 2019

Ensemble IQ 'The Future of CPG Sampling', August 2018

IRI Worldwide 'Consumer Spending Tracker For Measured Channels', June 2020

SmartCommerce 'Behavior Analysis: Passive Shoppers', March 2020

SmartCommerce Consumer Insight Survey, May 2020



Brandshare®, the leader in connected sampling, creates omnichannel brand experiences to accelerate purchase conversion. Through curated subscription boxes, loyalty programs and e-commerce sampling with digital connectivity, Brandshare engage millions of consumers monthly - connecting brands to their target consumer. Partnering with the world's leading CPG brands and retailers, Brandshare offers sampling at scale and digital solutions with multi-touch attribution. Brandshare is an omnichannel audience engagement solution.

**[brandshare.us](https://brandshare.us)**



SmartCommerce™ helps CPG companies sell more online by replacing old-school “where to buy” with a single click to send products into retailer carts. Built for the unique needs of CPG brands and their consumers, SmartCommerce intelligently eliminates both the friction and PDP cross-selling that has limited the potential for CPG digital purchases, by enabling simple one-click conversions of one or many products from any digital impulse point, into virtually any retailer cart.

**[smartcommerce.co](https://smartcommerce.co)**

