



Amazon India offers customers Product Sampling experience for the very first time ahead of Prime Day'22

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- The Product Sampling program enables brands to target and reach new customers, having them sample products before larger launches.
- The Product Sampling program enables sampling of products at scale, helping thousands of new brands to innovate and grow the selection of products made available for customers on the A.in marketplace.

Bengaluru, 21 July 2022: Ahead of Prime Day 2022, Amazon India has announced the launch of the 'Product Sampling' - a new program to help brands introduce their products to Prime customers and increase their overall new product and brand awareness. The Product Sampling program helps brands create specific campaigns for sampling and discovery - helping them target customers better, receive high quality feedback and detailed reports that aid product development.

The Product Sampling program has been launched following a pilot run for 6 months in which 35 brands including Sirona Hygiene, Auric, and Nutriorg among others participated. Brands across categories like Grocery, Beauty, Health and Personal Care were part of the program and benefitted from targeting the right customers, drive trials and receive meaningful customer feedback. Products such as Sirona Period Pain Reliver, FURR Disposable Body Hair Removal Shaving Razor, and Chaayos Strong Golden Assam Tea have become bestsellers on Amazon.in after Product Sampling run by the brands as part of the pilot program.

With the launch of the Product Sampling program, brands can reach out to a set of Prime customers on Amazon.in via sample packs to help them experience their products, receive customer feedback to help improve the product further before a full-scale launch, and create opportunities for a repeat purchase. This capability is especially beneficial for brands who are continuously driving product innovation are looking for scalable ways to reach out to their relevant customer base in a digital, contactless manner.

Sumit Sahay, Director, Selling Partner Services at Amazon India said *"The Product Sampling program brings efficiencies for brands that are looking to embark on product trials - enabling them to target customers accurately and get access to reports that share robust insights and feedback on their products. Ahead of Prime Day 2022, several brands have launched new products on Amazon.in, and the Product Sampling program, that we are introducing for the very first time, will enable them to drive discovery and trials of their products. This launch ties in with Amazon's commitment to provide MSMEs and brands a relevant and delightful selling experience by working backwards from their needs and innovating on their behalf to enable them to leverage the Amazon India marketplace to its full potential."*

Name of Brand	Goals for Campaign	Campaign details and Brand Feedback
Third Wave Coffee	Acquire new customers for Third Wave Coffee's "Wake Me Up Blend"	Campaign Details: Two sets of customers targeted for this campaign- 1) Those familiar with Third Wave Coffee but not buyers 2) Those who are consumers of Gourmet Coffee. Results: Over 950+ samples redeemed in ~7 days. The product became #1 best seller in "Instant Coffee" category. "We are very happy with the Trials program that we launched for Third wave Coffee. Our going in expectations was to acquire new customers and hence have a 10% repeat rate amongst the new-to-brand customers. We saw a very good response with most of the samples getting sold within the first day itself. This was followed by heart-warming feedback on the products detailed page. We achieved the repeat rate objective and hence reached out to a new targeted audience. We are keen to now participate in more trials programs in future" – Sachin Mehta, Founder – MPME Mart
Pee Safe	Improve Traction for "Disposable Body Hair Removal Shaving Razor"	Campaign Details: Buyers of Shaving Razor except buyers of Peesafe & Furr Results: Over 2900 + samples redeemed in ~14 days. The product became #1 best seller in "Women's Disposable Razors" category. "Pee Safe recently did a targeted product sampling for its newly launched FURR's Disposable Razor on Amazon. The aim was to understand the customer's needs and if our product fit suitably in the market. The responses were positive as the product successfully penetrated the market and appealed to the users. Due to the easy to use & easy to-carry nature of the product, it's speculated that it'll do good as the sampling proved that the product has a bright future ahead of it." Rithish Kumar, Vice President – Strategy, Pee Safe
Sirona	Improve Traction for "Sirona Herbal Period Pain Relief Patches"	Campaign Details: 1) Females who have purchased any- Menstrual cup, sanitary napkins, tampons & panty liners except from Sirona. Results: Over 4900+ samples redeemed in ~14 days. This product became #1 best-seller in its

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	Through Amazon, we ran a sample activity with 5000 units, and it worked incredibly well for us. We want to keep doing this since it will not only enable customers to try out minis before purchasing a full-size product, but it will also enable us to draw in new buyers.” - Krishna Mishra, Head - eCommerce
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At present, the Product Sampling program is available to MSMEs and brands at no additional cost. Brands can sign up for the Product Sampling program by visiting [here](#).

This Prime Day, Amazon will continue to support MSMEs and help generate customer demand for products offered by lakhs of sellers, manufacturers, start-ups and brands, women entrepreneurs, artisans, weavers, and local shops. During the event, Prime members will have the opportunity to discover deals on a wide range of products across categories including beauty, fashion, electronics, and home décor from sellers under various programs such as Local Shops on Amazon, Amazon Launchpad, Amazon Saheli and Amazon Karigar. During the lead-up to Prime Day, starting July 7, 12:00 AM till July 22, 23:59 PM, members can shop from millions of products offered by micro entrepreneurs and small businesses and avail incredible offers such as 10% cashback up to INR 100* that can be redeemed on their Prime Day purchases and more.

Every Day Made Better with Prime

Prime is designed to make your life better every single day. Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In India, this includes unlimited free shipping, unlimited access to award-winning movies & TV shows with Prime Video, unlimited access to more than 90 million songs, ad-free and millions of podcast episodes with Prime Music, a free rotating selection of more than 3,000 books, magazines and comics with Prime Reading, access to free in-game content and benefits with Gaming with Prime, new product launches, early access to Lightning Deals and more. Go to www.amazon.in/prime to learn more about Prime.

About Amazon.in

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

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About Amazon

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