

# Boost Sales and Engagement with Streamlined, Digital Sampling

GratisIQ is a free POS extension that allows brands to legally and automatically pay for select items ordered by qualifying consumers. Simplify sampling events, delight your patrons, and drive meaningful interactions.

## The Experience



Consumer scans a QR code from custom signage promoting a free drink, completes a profile, and shows a confirmation to staff



Staff records orders on a branded tab within the POS system, paid for by the sponsoring brand

## Simple Setup

### Agreements

- + Venue enters basic info in an onboarding portal
- + Venue agrees to buy the brand's product if not in inventory
- + Brand pays for each redeemed sample
- + Venue and brand agree to limits implemented by Gratis (e.g., dates, time, budget)

### Promotion

- + Venue displays custom signage provided by the brand



## Frequently Asked Questions

### What does GratisIQ cost?

GratisIQ costs nothing beyond the price and quantity agreed upon for purchasing a brand's product of choice for sampling.

### Who's eligible?

Licensed on-premise venues can opt in for sampling. Installing GratisIQ makes your venue more accessible.

### How big is the budget?

Brands determine budget based on campaign and engagement opportunities.

### Is marketing support guaranteed?

Brands decide their marketing strategies, but your suggestions are welcome.

### How do I join?

Sampling can begin as soon as the following is complete:

1. Go through onboarding portal (<5 min).
2. Sign the brand agreement.
3. Let Gratis create a branded tab within your POS remotely, or create a tab yourself and add an auto-generated payment method.
4. Confirm inventory and signage are in place.

### How quickly are payments made?

Automatic for venues with GratisIQ-compatible POS systems (e.g. Aloha, Clover, Micros, Toast).

Within 5 business days for venues with other POS systems, upon your confirmation of the number of redeemed samples.

Contact us to get set up!



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## Benefits

- + Access more sampling opportunities
- + Simplify sampling coordination and execution
- + Delight consumers with free products
- + Boost sales at no added cost