

Modernizing Consumer Sampling and Engagement

\$2B is spent by the alcohol industry on sampling events where brand ambassadors self-report results, and consumers are unverified. GratisIQ is a white label solution that digitizes consumer sampling and engagement. Our platform eliminates labor at in-venue product sampling events while providing additional value to brands:



Leverages unique point-of-sale integrations to help brands pay for samples ordered by qualifying consumers



Captures verifiable data on consumer and venues



Enables post-sample purchase tracking and lasting consumer engagement

How it works



Step 1

Consumer scans a QR code customized for each sampling event. No app required.



Step 2

Consumer engages with brand content and clicks "Redeem".



Step 3

Consumer confirms LDA and registers with their name and mobile number.



Step 4

Consumer shows confirmation screen to venue staff. Staff records order on pre-programmed tab and serves sample.

Benefits

- + Increase speed and reach for liquid to lips initiatives
- + Consistent brand messaging not prone to human error
- + Utilize verified consumer and POS data to measure campaign effectiveness
- + Engage consumers digitally long-term
- + Reduce agency expenditures