



Drive product discovery by captivating shoppers with immersive in-store sampling

Select brands at Walmart Canada leveraged in-store sampling to spark product discovery, engage shoppers in store, and convert trial into new-to-brand customer acquisition.

Who

Five leading Grocery brands.

What

Acquired new-to-brand customers by generating engagement and interest to encourage initial and future purchases.

How

Harnessing the power of in-store sampling to engage shoppers at the point of purchase. Through targeted 2-day activations, brands sparked product discovery, drove trial, and converted new-to-brand customers by keeping products visible and top of mind as purchasing decisions were made.



Campaign results*

In-store sampling is a proven strategy to attract new customers and boost sales, whether you’re promoting a new product or reinvigorating an existing one.

	New-to-Brand	Sales Lift
New Confectionery product launch	228%	1088%
Existing Confectionery product	602%	601%

*Sample results from two top-performing campaigns

48,572

Avg. number of samples distributed

470%

Avg. sales lift during campaign

284%

Avg. new-to-brand customers

13%

Avg. sales lift 1-3 months post-campaign**

**Sales lift 1-3 months post-campaign is not provided in standard reporting

Driving acquisition of new-to-brand customers during the campaign is critical to sustaining sales momentum post-campaign.



Driving our own results

Increase product trial and drive sales with in-store sampling, as 50% of shoppers say samples directly influence their purchase decisions.¹



Power of In-store Presence

Harness Walmart’s in-store activation opportunities to strategically connect brands with customers at the pivotal moment of purchase intent—driving real-time engagement and influencing buying decisions.



Customer Acquisition

Introduce products in an engaging way, driving first-time purchases and converting casual browsers into loyal customers.



Drive Sales and Discovery

Targeted in-store sampling showcases product value, fosters meaningful customer engagement, and streamlines the path to purchase.

¹ Leger National OMNIBUS Results – Aug 2025

Results are based on the average performance from five sampling campaigns and may vary depending on execution, product category, and store environment