



we help brand's
sample **smarter**

we deliver **data-driven** sampling experiences

We help our partners meet their digital marketing goals through highly targeted, data-driven sampling experiences that drive engagement and foster loyalty.

acquire
new consumers

activate
your audience

grow
sales + loyalty

In partnership with **Arcade Beauty**, we can offer turnkey sampling solutions from sample design and manufacturing, to campaign development and execution, sample fulfillment, and wrap-up reporting.

our products

we create experiences that go beyond traditional sampling

- 1 | in-platform lead ad** | Reach consumers on instagram/facebook and tiktok. Capture consumer data and gather qualitative insights without leaving the platform.
- 2 | campaign landing page** | Drive consumers from any source, such as social platforms, qr codes, or streaming platforms to a branded landing page hosted by abeo for data capture and a brand experience, like a diagnostic quiz or shade finder.
- 3 | on-site iframe** | Integrate our sample redemption form into an existing on-site brand experience; like a virtual-try on shade finder, a regimen builder, or a product recommendation quiz.

our approach

we believe that email can make or break the brand experience

Each of our campaigns includes a branded email experience that focuses on developing relationships with participating consumers to build education and foster loyalty, while driving call-to-actions that help your brand reach your goals.

we have proven results

5%

average
click-rate

34.5%

average
open-rate

61.7%

brand
opt-in rate

contact us:
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