



Engage with **VACATIONERS** in 15,000+ **AIRBNB & VRBO** rental homes across the U.S.

The Network

Connect with vacation travelers at **15,000+ Airbnb, VRBO**, and other vacation rental properties and see measurable results for ROI (our network averages close to **100% trial**, **35.4% purchase conversion**, and **39.9% switched brands** from a competitive product*). Our flagship network, the Vacation Rental Sampling Network™, delivers unmatched engagement by putting your product directly into guests' hands in a real **home-away-from-home** environment. With contextual placement in kitchens, bathrooms, bedrooms, living areas, or laundry rooms, your brand will become an integral part of the vacation home experience — where your brand story is brought to life. From cozy condos to mountaintop retreats, your brand will connect, delight, and engage travelers for product trial in relaxed, immersive environments, conducive to new experiences. If your brand affinity resonates with campers, glampers, and outdoor scamperers, check out our **Camping & Glamping Network™**.



Demographics & Lifestyle

- Ages: 73% ages 25 – 54 (heavily skewed Gen-Z & Millennials)
- Gender: Even M/F split (brands can sample men's and women's products concurrently)
- Affluence: mid-upscale, ave. HHI \$106,000
- 95% guests report samples improve their stay



Locations/Reach

- 15,000+ homes (short-term rentals for vacationers; mid-term rentals for corporate and relocations / new homeowners)
- Targeting by geography, demographic (e.g., families, HH income), or by destination type (e.g., beach, mountain, ski, etc.)



Signage and Recap/Research

- Sample staging with host photos, plus optional social media content posts
- Optional depth guest online survey and post-sampling conversion research
- Optional POS (tent cards, counter easel card w/ tear pad or acrylic counter signs)

Product Sampling

- Product sampling up to 500,000 guests per 3 to 6 month executional period
- 100% opt-in for all participating locations
- Sample at up to 15,000+ Airbnb & VRBO properties plus thousands of camping & glamping sites
- Includes creative services for signage / collateral

Investment*

Sample Volume	Cost/Unit
50,000 – 75,000 samples	32 - 36¢ / sample
75,001 – 100,000 samples	28 - 32¢ / sample
100,001 – 250,000 samples	24 - 28¢ / sample
250,001 – 500,000 samples	22 - 24¢ / sample
500,001 – 1,000,000 samples	20¢ / sample

*Staging & shipping quoted based on sample weight and case configuration. Consumer opt-in research \$3,000 for 100 fully completed surveys (incl. \$10 Amazon® eGift card rewards). Conversion research additional \$1,500 (incl. \$10 Amazon® eGift card rewards).



v.2027.1.0

* Source: actual consumer core trial and longitudinal follow-up conversion research for our 24 most recent VRSN sampling campaigns

For more information contact Brian Sockin | (919) 303-3223 | fax: (919) 303-3225 | bsockin@cooptions.com

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www.samplingstore.com

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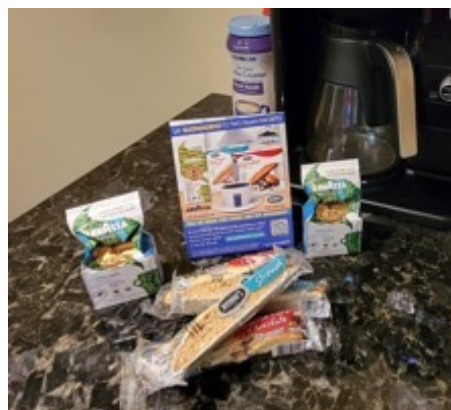
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SPOTLIGHT: Nonni's® Biscotti and Lavazza® Coffee: Power in Partnership

Here's a great example of two brands coming together to create a special "wake up" experience at 444 Airbnb's and VRBO's nationwide. We connected long-time client, Nonni's® biscotti, with new client, Lavazza® coffee, to demonstrate that when it comes to experiential sampling, two brands really can be better than one. Additionally, the brands were master packed together and shared collateral, shipping, research, and other program costs making this a win-win for both brands. Conversion rates for this promotion exceeded all previously run programs significantly. If you have a partner to share a themed program or want us to find you one, please inquire.



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SPOTLIGHT: Other recent brand campaigns



Keurig® Iced Coffee Machines & Starbucks® Pods



Traditional Medicinals® Tea Passports (4 flavors)



Batiste® Dry Shampoos



Hyland's Naturals® Chafing Relief for Hikers

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SPOTLIGHT: Mrs. Meyer's® Full-Sized Products & Multi-Location Home Takeover

Many brands ask if we can sample **full-sized product if they do not have trial-sized samples**. In our Vacation Rental Sampling Network, the answer is yes. Full-size product sampling allows for cost-effective placement in short- and mid-term rental homes for “actual home living” immersion and product trial. Sometimes a brand has multiple products in several categories and wants to immerse guests to its brand. For these clients, we offer “home takeovers” where we place products where they belong around the home and support with signage (e.g., acrylic signs, mirror static clings, and other communication vehicles). Just like our solo sampling programs, our hosts remove competitive products during multi-brand campaigns, ensuring your brand shines in representing the category in homes. Here's a *home takeover* we ran for three Mrs. Meyer's Clean products in different categories in two scent varieties (A/B split with two scents for comparative post-program research analysis).



Acrylic kitchen counter signs

Bathroom mirror static clings

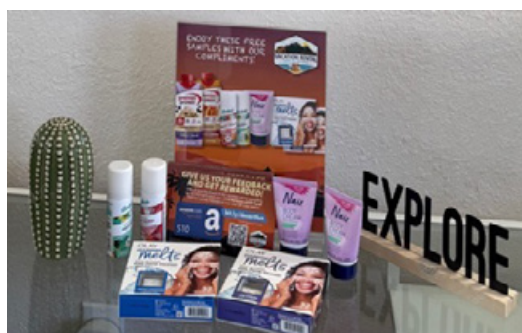
Survey post card & case labels

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MULTI-BRAND THEMED SAMPLE PACKS

Our first multi-brand themed sampling program during **Coachella®** and **Stagecoach®** music festivals in vacation rentals, campgrounds, and boutique hotels was a huge success and repeats in 2027. Camping & Glamping Network™ will also be host to **Trials & Trails™** sample kits at campgrounds, luxury RV Parks, and glamping centers surrounding America's National and State Parks.



Coachella® and Coachella Valley Music and Arts Festival are registered trademark of Coachella Music Festival, LLC. Stagecoach® is a registered trademark of Future Festivals, LLC. CoOptions and this program are not affiliated with these companies.

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The Hosts

- **15,000+ hosts** welcoming 4.5MM+ guests a year, across Airbnb and VRBO properties
- **4.5 ★**s and up
- **75%** of our community members are *Superhosts* (only 5% of hosts get this status); 5% are *Plus Hosts* (only 1% get this status)



Katherine

A Plus Host
in Virginia



Sheila

Property Manager of
20 Homes in Sierra
Nevada Foothills



Mike

Property Manager of 70
Luxury Homes in Palm
Springs

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The Guests

Guests & Stays

- Average # Adults per stay: 4.2
- Host rentals / month: 6.9 average
- Avg. length of stays: 4.3 nights (varies by market, longer in large cities)
- 95% of guests reported that product samples enhanced their stay
- Ability to target demographics and lifestyles by geography and destination / environments



DEMOGRAPHICS

Household Income

- Average: \$106,000

Gender

- 52% female
- 46% male
- 2% identified other

Guest Age

- 15% between 18 and 24
- 36% between ages 25 and 34
- 23% between ages 35 and 44
- 14% between 45 and 54
- 7% between 55 and 64
- 5% age 65 and older



Tina

The "Planner" of the Group
Seeking Homes with Multiple
Rooms | Wants Hiking Trails and
Cycling Roads

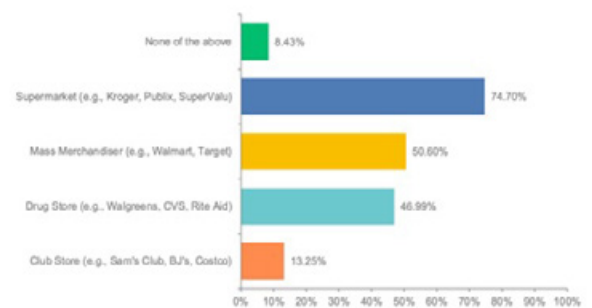


Suzie and Charlie

Parents with One On the Way
Seeking Family and Dog-
Friendly Stays | Wants Nearby
Parks for Picnicking

Our own research shows that 91.6% of guests **shop** at a supermarket, mass merchandiser, and/or chain drug stores to stock during their stays (and we see this immediate purchase conversion behavior)!

At which of the following types of stores did you shop during your vacation? (Choose as many as apply)



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The Process

Programs are completely turn-key and provide multiple benefits and insights.



Create a Campaign

Pick your product(s), timing, # of homes, and preferred geography. Provide creative assets for us to design / produce signage (included). If you are running consumer research, we will curate with you.

Host Opt-In & Research

Hosts apply to your sampling campaign based on brand criteria and agree to distribute your samples in the manner and with the chosen deliverable set for the campaign opt-in.

Sample Fulfillment

Brands ship their product samples to our Minneapolis warehouse for make or break bulk, fulfillment, staging, shipping, and host receipt tracking.

Receive Deliverables

We provide you with a full program recap, including host photos, and any host-created social media content (optional for hosts). Consumer research and conversion study results (optional, recommended).

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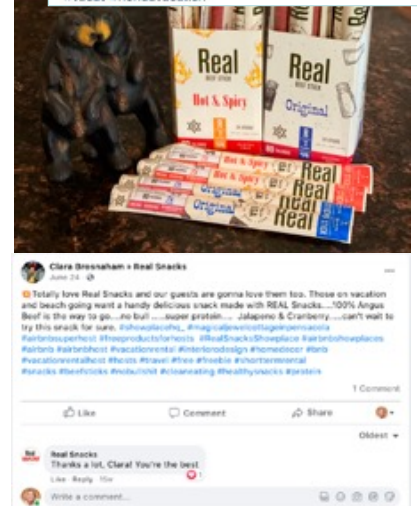
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A few parting host social posts from campaigns.



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