

Liqueur Sampling: Experiential Marketing Benchmarks

PortMA Experiential Benchmarks Summary (1st Edition; Database v1.0.0)

Industry/ Segment Focus

Geographic Region:	United States
Industry Category:	CPG F&B
No. of Event Days:	2,121
No. of Respondents:	12,084
Median ROI	134%

Executive Summary

The PortMA database included 2,121 Liqueur activations days sampling an average of 235 samples per day at an average cost of \$16.08 per sample. Liqueur sampling events generate a return for brands between 145% and 298%.

Reach Efficiency (Sampling)

by Event Size	Samples Per		Cost per
	Hour	Event	Sample
Lowest: < 113	20.4	59	\$16.08
Low: 113 to 320	--	118	--
Avg: 320 to 640	--	256	--
High: 640 to 804	--	94	--
Highest: 804+	52.8	139	--
Overall	22.6	235	\$16.08

\$942
Average Cost per Event Day

Reach Quality

Generation	Avg	On-	Off-
	Age	Premise	Premise
Generation Z	--	--	--
Millennials	27.8	80%	47%
Generation X	41.9	13%	27%
Baby Boomers	55.8	7%	24%
Silent Generation	71.9	0%	2%
Overall Avg. Age	36.7	31.4	39.4

Marketing Impact

	% Top-Box Measures	
	Purchase	Advocacy
Gender		
Female	41%	37%
Male	30%	36%
Age/ Generation		
Generation Z	--	--
Millennials	33%	36%
Generation X	37%	35%
Baby Boomers	40%	42%
Silent Generation	32%	21%
Consumer Awareness		
Newly Educated	39%	36%
Aware/ Non-Customers	34%	34%
Win-Backs	17%	24%
Current Customers	44%	50%
Venue Type		
On-Premise	29%	37%
Off-Premise	39%	31%
Overall Impact	36%	36%

Reach and Impact Benchmark Trends

The average Liqueur sampling event distributes 22.6 samples per event hour (235 per event day) at a cost of \$16.08 per sample distributed (\$942 per event day).

Millennials, with an average age of 27.8 years, are most frequently engaged at 58% of all interactions. They are more likely to be reached at On-Premise than Off-Premise events (80% vs. 47% respectively). Off-Premise events are more likely to engage with Generation X (27% vs. 13% On-Premise) and Baby Boomers (24% vs. 7% On-Premise) at Liqueur sampling events.

Over one-third (36%) of consumers report that they 'Definitely Will' purchase the Liqueur they sample. Women are more likely to report a top box purchase when compared to men (41% vs. 30%, respectively). Off-Premise sampling events also produce high top-box purchase intent for women vs. men (39% vs. 29%). This is in part driven by the higher numbers of Generation X and Baby Boomer engagements at Off-Premise Liqueur sampling activations, as both groups reported a high top box purchase intent when compared to Millennials (37% and 40% vs. 33%).

Return-on-Investment Benchmark Trends

Overall, Liqueur sampling events produce positive return for brands. With the median consumers sampled per event trending at 186, and a conversion rate between 14% and 29%, it is estimated each event generates between \$1,348 and \$2,772 in incremental revenue. The median cost per event day is \$931 which generates an overall Liqueur consumer sampling ROI between 145% and 298%.

Return-on-Investment (ROI)

	Per Event Averages
Median Inter. per Event	186
Median Cost per Event	\$931
Consumer Conversion Est.	14.0% to 29.0%
Median Annual Value	\$50.97
Est. Daily ROI	145% to 298%
Actual Reported ROIs	
Lowest Measure	131%
Lower Quartile	132%
Median	134%
Upper Quartile	135%
Highest Measure	137%

The lowest direct return-on-investment measure in PortMA's Benchmarking database of Liqueur sampling campaigns was positive at 131%. The median return-on-investment was 134% with the highest return-on-investment reported was 137%.