



Case Study

Sample Source



Retail (B2B)

650,000

different residences
shipped to over 5
programs

3.2 Million

total orders, averaging
up to 15,000 order per
day



Overview

Sample Source is a Canadian company that specializes in getting new product in hands of brand influencers for trial, feedback, and amplification. Sample Source was looking for a partner in the US to pick, pack and ship their sample kits.

Challenge

Sample Source needed a trusted partner to not only get the samples to consumers' homes eloquently and accurately, but also provide consultation in the efficient distribution of samples nationwide.

Solution

CTL developed a custom package and distribution plan that gives Sample Source the flexibility to customize the type of sample that is distributed on a per consumer basis.

Result

CTL has worked with Sample Source to grow their sample distribution from this initial test run to multiple campaigns per year.