

Online Product Promotion & Trial Effectiveness

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Abstract

With the rapid growth of the Internet and the subsequent emergence of Electronic Commerce, the importance of product promotion in electronic marketplaces has come into sharper focus in marketing theory and practice. One way to acquire customers and promote the products is to initiate a trial of the company's product. Traditional product sampling is been extremely costly and many firms tend to sell and promote their products via their own website or through other web sites. The concept of Online Product Promotion & Trial emerged as an alternative to the traditional product promotion methods. This study examined the effectiveness of Online Product Promotion & Trial industry in New Zealand. In particular, this study investigates how well Freesamples Ltd web site is performing and how New Zealand consumers react to the idea Online Product Promotion & Trial. The results show consumer satisfaction and willingness to participate towards Online Product Promotion & Trial is high, and most New Zealand organisations are willing to promote their products by giving out free samples through the Internet depending on the cost and budget. Recommendations for this industry in New Zealand and future research directions are also presented.

1. Introduction

Online Product Promotion & Trial is the new wave in promoting products and offering consumers free products to trial through the use of a web site. Surveys estimate that there are 605.6 million people using the Internet throughout the world [5]. Due to the rapid rise of the Internet as a vital channel of communications, the consumer perception of product promotion is changing. The Internet makes it easier for organisations to initiate promotions anytime.

Consumer behaviour about the marketing messages and how they respond to those messages have changed since the Internet has given them power to ignore messages they do not want to see and to find the ones they want. Marketing organisations can truly measure how many people view their messages since in traditional marketing promotions (for example, television advertisement) measurement of how many people have viewed their messages are unattainable. Consumers are not passively letting marketing messages pass by them, rather they proactively choose the messages they want to receive. One of the best ways to reel in consumers is with

promotional offers [3]. Companies can choose to do promotional offers online, offline or both.

No prior research exists on the online product promotion and trial industry in New Zealand. In this research, we focus on the online product promotional aspects that include free product trials for consumers. The objectives of this project are to explore the need of Online Product Promotion & Trial in New Zealand and to investigate the effectiveness of Online Product Promotion & Trial from the perspectives of consumer and company (client).

2. Literature Review

There is no doubt that Information Technology is fundamentally changing the way people communicate and do business, and is changing the choices consumers can make. Electronic Commerce opens up new opportunities to develop new products and services, create new networks and relationships, exploit new markets and to reduce the cost of doing business. The emergence of Electronic Commerce presents new opportunities for New Zealand businesses, including potentially larger markets in which to sell goods and services, and improved communication with customers and suppliers. A survey by Statistics New Zealand [12] reveals that 79% of New Zealand businesses regularly use the Internet and 79% of New Zealand businesses regularly use email for communication. 36% of New Zealand businesses operates a website while total sales generated through the Internet are estimated to be \$523 million in the year ended June 2001 [12]. The Internet was mostly used as a means of communicating with customers and suppliers, as most firms use their website to provide information about their business.

The Internet is the primary driving technology behind electronic commerce and gives marketers unprecedented capabilities. Due to the low entry barriers of the Internet such as low set up cost and easy to maintain information websites, businesses can bypass physical intermediaries and bring goods and services directly to consumers. The Internet is fast becoming part of everyday life for many New Zealanders. AC Neilson Media Research [10] showed that in December 2002, three quarters of New Zealanders aged 10 onwards (2,469,000 people) have access to the Internet.

Promotion encompasses all the various ways an organisation undertakes to communicate its products and to persuade target customers to buy them [7]. One way to acquire customers is to initiate a trial of the company's

product. Traditional product sampling has been extremely costly. Carmody [3] states that the waste factor associated with most product sampling programs is astounding; traditional marketers focus on the “direct” marketing program ends up more like a shotgun approach hitting only 2 percent of the targeted consumers. The Internet helps to solve the waste problem through consumer self-selection. Benitez [2] also says that the ultimate goal of online promotions is to get consumers to come back to the website again and again, to purchase more items and tell their friends about the website. Benitez posits that convenience is the main reason why online sweepstakes, contests and sampling are more effective than in-store, fill out a card or mail out sampling, because consumers do not need to leave their home to enter. Bannan [1] described online product sampling as “consumers go to the website, browse among a smattering of samples and choose products, which are mailed to their homes”. There are a number of advantages for companies to promote products via online free samples. Consumers are attracted to the free sites because there is no cost for them; thus they come to the site specifically to learn about and sample new products, so the companies do not pester consumers who are not interested. Companies can also select certain groups of consumers to whom they want to make the samples available based on their demographic information and product preferences provided on the consumer registration form (for example, they can limit sampling to female consumers). 62 percent of Internet users say filling out online surveys that offer incentives is worth the hassle and admitted to going online specifically to hunt for special offers or contests [11].

As with any giveaway, there are disadvantages for businesses tempted to try online free sample offers. Some consumers surf the Internet looking for as many free samples as possible and often take samples out of the hands of targeted consumers. Another disadvantage of online free samples offers is it is limited to people who know how to use a computer and have access to the Internet.

While there are disadvantages of the Internet promotion, there are still many advantages that marketers can trigger. Based on theories developed by Carmody [3], Table 1 summarizes the specific pros and cons of online promotion.

2.1 Examples of Online Free Samples sites

There are a number of websites offering free samples and free products. All free samples or free products sites have their own unique look and feel, since they rely heavily on offers and links.

Freesamples.com, launched in March 1999, is financed by Witt Capital and other institutional investors. The aim of Freesamples.com is to connect qualified consumers with marketers. Users of Freesamples.com can select up to four free samples at a time, which are shipped directly from the company’s fulfillment centre. The best feature of Freesamples.com is that users can get all of the samples requested within a week. This is an important

distinction between other online sample sites as it takes a long time to deliver the samples to consumers. After the users receive the free samples, Freesamples.com will email the users with follow up questions about the product by offering cash rewards for every response. The clients companies of Freesamples.com can then obtain information and feedbacks about their products

Table 1: Overview of Online Promotions Pros and Cons

Pros of Online Promotions	Cons of Online Promotions
Costs: <i>Cheaper than traditional / offline promotions</i>	Contact: <i>no face-to-face contact with customers</i>
Permission-based: <i>Consumers determine their own level of involvement and manage their own profiles</i>	Histories: <i>no research/case histories</i>
New: <i>Constantly changing with new technology, new ideas</i>	Risk: <i>Larger risk of technology failures</i>
Technology: <i>Allows for further innovations</i>	Reach: <i>Cannot reach audience that don't have Internet access</i>
Research: <i>Can get feedback and response (both qualitative and quantitative)</i>	Customer Service: <i>Higher degree of customer services needed.</i>
Speed: <i>Faster for create, launch and manage an online promotion</i>	
Control: <i>Higher degree of control</i>	
Environmental: <i>Less paper and other waster on non-interested consumers</i>	
Follow-up marketing: <i>Using email is a fast and effective way to do follow-up marketing when consumers given permission</i>	
Mobility: <i>Consumers can participate from virtually anywhere</i>	
Ongoing: <i>Easier to keep consumers coming back to participate in daily programs</i>	

. While there are other free sample sites on the Internet, few engage in the kind of lengthy information gathering used by Freesamples.com [8]. Freesamples.com is not just a sample distribution system; they are focused on real research data.

Other similar sites include easy-freebies.com and StartSampling.com.

3. Case Background - Freesamples Ltd

Freesamples Ltd. is a New Zealand based company that offers consumers free product trial and helps companies promote product online. Its website (<http://www.freesamples.co.nz>) was launched in April 2000. The primary objective of the company is to promote consumer products and services online to New Zealand residents by offering respondents free products and services through the website. The opportunity to use the Internet as a cheap communication method to promote products and services through one-to-one communication with consumers stimulated Freesamples directors to start up this business. Freesamples offers a convenient way for consumers to pre-trial the products or services and give valuable feedback to improve the product. Freesamples also offers clients a cost effective way to promote their products and services online, research consumers preferences for products and services and distribute free samples. At December 2002 there were approximately 35,000 New Zealanders registered with www.freesamples.co.nz. Products and services listed on the Freesamples site are on behalf of the manufacturers and consumers need to register before they can receive any of the products at no cost. There are times that consumers might need to fill in a survey before they can get free samples. Once consumers have selected the products or services they wish to trial for free and answer the pre-trial research questions; free samples are either posted, couriered to consumers or alternatively, consumers can collect the free samples from retail outlets. After the free samples have been delivered to consumers, they are invited to participate in post-trial research survey and give feedback about the products they received. Freesamples only contact their members via email when there are free samples on board and will invite them to get free samples.

4. Methodology

This study collects responses through interviews, questionnaires and observation. Electronic questionnaires are becoming more common, replacing mail questionnaires. As this study is related to an online application, electronic questionnaire is the best way to learn about the consumers. The advantages of online questionnaires include being able to collect large numbers of survey results in a short amount of time at a low cost. It is important to understand the organisations' perspectives for this study. Two surveys utilising electronic questionnaires were run and two interviews were conducted to test the uptake and effectiveness of Internet trailing. The first electronic survey is targeted at consumers who are a member of Freesamples Ltd. The second survey is targeted at marketing organisations or organisations with a marketing department in New Zealand. The first interview was conducted to capture information about the operations of Freesamples with a director. The second interview was conducted with a marketing organisation. All interviews conducted in this

study are in face-to-face format to capture ideas from organisations and Freesamples Ltd. This helps us to explore and understand complex issues about Online Product Promotion & Trial and company's operations. Following the surveys and interviews, analyses were made to test the four research questions.

4.1 Web site Analysis

While web site content development teams has focused on the necessary components of effective website design, content is much harder to measure. In this study, web site content analysis will be carried out to measure the effectiveness of Freesamples Ltd's web site. This study will follow Myer's [9] guidelines for web site content analysis: audience analysis and web site goals, appropriateness of content, familiarity, skimming & readability and matching delivery with goals.

5. Results

5.1 Content Analysis: Freesamples Ltd Website

5.1.1 Audience Analysis

The first step in web site content analysis is to understand audience demographics and psychographics. In order to capture the audience demographics and psychographics of Freesamples Ltd, a questionnaire was distributed by Freesamples Ltd to its members in March 2003. 4961 registered members answered this survey. The survey was posted in Freesamples website as a requirement for registration to be a member from March 2003.

5.1.2 Web Site Goal

The ultimate goal of Freesamples Ltd is to help clients to promote products and taking research while offering consumers free product trial via the Internet. The goal of Freesamples website is to provide a cost-effective and convenient product promotion medium that benefits both organisations and consumers. It is important to align the web site content goals with the organisation's goal. Freesamples matches the web site goals with the organisation goals.

5.1.3 Appropriateness of Freesamples Web site Content

Appropriateness of web site content is defined as "knowing what content is appropriate for your audience and what content is appropriate for organisation to publish" [9]. Freesamples Ltd has taken both factors into account when they started to re-design their web site to suit audience needs. Freesamples Ltd carried out a research of their members in March 2003 to capture their demographics and psychographics.

5.1.4 Technical Aspects of Freesamples Web site Design

The Freesamples.co.nz web site is categorised as having: Easy Navigation, Excellent Access Performance, Error-free and no dead-links, and Provides password retrieval services.

5.1.5 Written Content

The Freesamples site presents information about the company, samples available and information regarding technical problems. The web site content is updated when there are free samples available or any changes to the website. The site is easy to read and when members login they do not need to enter their personal information again. The web site content is also appropriately tied in to the samples offered. It gives brief introduction of the samples and how this site works. The goal of Freesamples web site is to distribute free samples for consumers and conduct market research for organisations. The web site persuades the audience to participate by telling them there is no cost to them. The goal of the Freesamples web site clearly aligns with its company goal.

5.2 Results of the Consumer Survey

There were 204 responses from the electronic consumer survey. The consumer survey link was available at the Freesamples web for a period of 45 days. The electronic consumer survey was placed at www.informis.co.nz. Visitors to Freesamples could click on the link and be seamlessly taken to the exact survey url. 74% of the total respondents completed the entire survey. As there is no real concept of response rate for Internet surveys; the total of 204 consumer responses represents 3.4% of the 35000 Freesamples members.

The exposure of the industry web sites to New Zealanders is one factor that can be used to gauge the consumer awareness of Online Product Promotion & Trial opportunities. Figure 1 shows that a large group of respondents (cited 66% of total respondents) were not aware of any online product promotion & trial opportunities before they became a member of Freesamples, while 28% of respondents were aware of these opportunities. Only a small percentage of respondents (6%) were unsure about their awareness of online product promotion & trial opportunities.

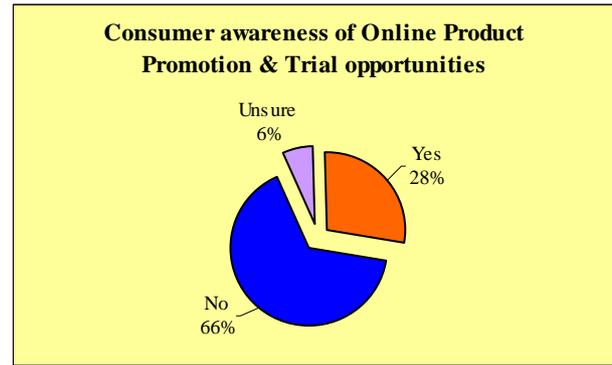


Figure 1: Consumer awareness of Online Product Promotion & Trial Opportunities

Consumer preference to receive free samples has also gathered from this survey, specifically for permission based sampling and sampling without permission. A high percentage (70%) of consumers are willing to accept free samples without their permission while about 30% of consumers would reject them. A high percentage (72%) of surveyed members have received free samples from Freesamples Ltd in the past. This result corresponds to the distribution information held by the company, confirming that the survey sample was representative. Over half of surveyed members (52%) have received more than one free sample from Freesamples Ltd in the past and 25% of them received more than five samples. The results show that large majority of consumers are willing to participate in the online product trial through the use of Freesamples web site.



Figure 2: Consumer interest level on online product promotion & trial web sites

Three main factors were investigated to analyse the effectiveness of Freesamples web site from the consumer perspective. The three main factors were consumer opinions of the interest level, usability level and usefulness of the Freesamples web site. Figure 2 shows a large majority of respondents considered that Freesamples web site is very interesting. Only 2 respondents thought that such a web site was boring. A question on usability of the Freesamples web site was asked and the results showed that large numbers of participants in this study claimed that such web site are very simple to use, while a

very small number of participants in this study claimed that it is complicated (Figure 3). A simple and usable web site allows consumers to find their way around the site without difficulties and finding what they are after successfully.

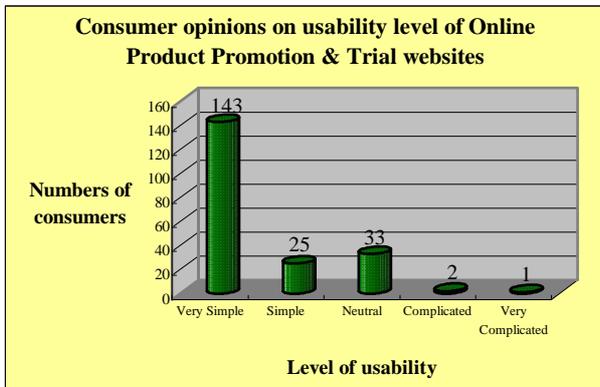


Figure 3: Consumer Opinions on Usability level of Online Product Promotion & Trial Web sites

The third factor is usefulness of Freesamples web site. When a web site provides useful functions or information on the product or company, consumers will usually return. Most respondents rated Freesamples website as very useful, and notably, no respondent rated it not useful or not useful at all. A small number of votes were cast as neutral. Figure 4 is the distribution of these ratings.

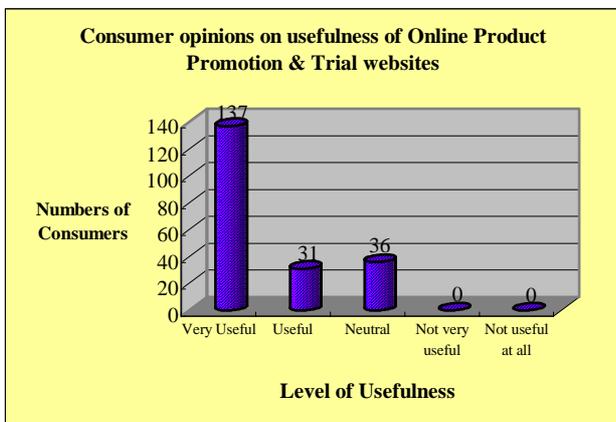


Figure 4: Consumer Opinions on usefulness of Online Product Promotion & Trial web sites

From the consumer survey, one question was asked to find out how often did participants visit Freesamples web site. 37% of the respondents visit Freesamples web site only when notified there are new samples available and 32% of the respondents visit Freesamples web site occasionally. Only a small percentage (5%) of respondents visit Freesamples web site on an everyday basis (Figure 5).

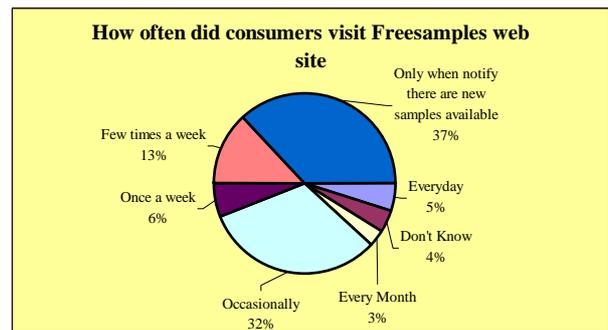


Figure 5: How often did consumers visit Freesamples website?

Another pleasing result is that most respondents are either very satisfied or satisfied with Freesamples service (Figure 6). Although a number of respondents stated they are dissatisfied with Freesamples service, a high percentage (98%) of the total respondents claimed that they would go back to Freesamples web site in the future, while only 2% of the total respondents who are not unsure what they will do given the circumstances. No respondent claimed that they would not go back to Freesamples web site in the future.

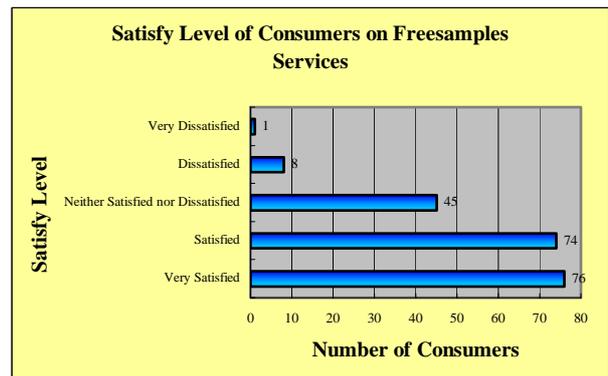


Figure 6: Satisfy Level of Consumers on Freesamples Services

Consumer comments of how Freesamples could improve the quality of service provide were collated. Most consumers desired Freesamples to provide greater variety of samples, including more interesting samples and to increase the number of available samples. A number of consumers suggested that Freesamples should notify members when new samples are launched, deliver the samples faster, give description of samples and change the samples more often to improve their quality of service. This result reflects how Freesamples can increase consumer satisfaction and encourage potential consumers to visit their web site. Another question explored general comments about Online Product Promotion & Trial web sites. Some suggested that more promotion of such web sites is needed and the concept of Online Product Promotion & Trial is a great way for consumers to trial the products before purchase. Some respondents desired more of such web sites.

It is noted that demographics of this sample are very similar to those found by the member survey of Freesamples. It is almost impossible to know how this sample might differ from the total user population; however, the sample population demographics clearly matches with the members' survey demographics so we can say that this sample is representative sample of Freesamples members.

5.3 Organisation Survey Results

The organisation survey is targeted at or organisations that might be expected to promote products by giving out free samples. The organisation survey was sent to 50 marketing organisations in New Zealand, most of the businesses were in Auckland. The 50 marketing organisations were selected randomly from the electronic yellow pages in the beauty & health and food categories and to past clients of Freesamples Ltd. Out of the 50 surveys, 2 of them were received from marketing managers who had been contacted personally and 3 of them were distributed electronically. The remaining responses were received from the postal survey. Out of 10 returned postal surveys, only 8 were completed adequately. There were a total of 15 surveys returned achieving a response rate of 30%. As a rule of thumb, a 30 percent response rate is considered acceptable [4]. The response rate of the organisations survey was acceptable in this study. The possible reason that a majority of all surveyed organisations did not respond could be due to timing constraints, or having little interest in the subject area covered in the survey.

Most organisations that responded to the survey had been operating for a number of years. Another way to determine the exposure of the online product promotion and trial concept to organisations is to verify that organisations understand the meaning of this concept. Over half of the surveyed organisations (54%) claimed that they do not understand what Online Product Promotion & Trial means, while 31% of all surveyed organisations stated they are not sure about the meaning. Only 15% of all surveyed organisations claimed that they understand the concept.

The organisations were asked about the recently used methods to promote their products. The result showed that most of the responding organisations used newspaper or magazines advertising. A number used direct mail and/or mailed out free to promote their products. The data clearly shows that most of the surveyed organisations used traditional promotion methods instead of an online promotion method. 11 of the 13 organisations used more than one promotion method.

Only two of the 13 responding organisations were familiar with Freesamples Ltd and only 31% of surveyed organisations are familiar with free product trials. However, 7 (54%) of surveyed organisations would be willing to promote their products and offer free samples online, 2 (15%) would not, while 4 (31%) were unsure. As Online Product Promotion & Trial is a new concept, the

benefits of Online Product Promotion & Trial are not known by many organisations. 7 (54%) of the surveyed organisations are aware of the benefits of Online Product Promotion & Trial method, while one was not sure.

3 (23%) of surveyed organisations say they would determine this based on the cost.

6. Discussion

Willingness of consumers to participate is important for the companies that offer online product trial as it affects their survivability. The majority of survey respondents say they are willing to participate in online product trial promotion. Most consumers are willing to go back to Freesamples web site and get more than one free sample. This shows the revisit rate of such web sites is high.

It is interesting to find out that most New Zealand consumers prefer permission based marketing messages but some of them still accept marketing messages without permission. Permission based marketing allow consumers to be in control of how much and how often they want to hear from marketers. Unlike traditional sampling programs, free product sampling sites capture customers who are actively looking for a particular product or experiences. Consumers do not get unwanted samples that are of little or interest to them. Traditional sampling methods without gaining permission from consumers include letterbox drops, or giving out free samples in shopping malls or supermarkets.

The willingness of New Zealand organisations to participate in online product promotion will affect the survivability of the Online Product Promotion & Trial industry in New Zealand. At present, it is fair to surmise that not many organisations understand the meaning of Online Product Promotion & Trial. Even though most of the organisations were not familiar with Freesamples Ltd in particular and free product trial promotion methods in general, most would be willing to promote their products and offer free samples online in the future. That an increasing number of companies would prefer to advertise or promote products through the use of websites reflects the increasing trend of Internet usage in New Zealand.

The head of a medium sized marketing agency in Auckland was interviewed. He stated that 50% of their clients are willing to promote their products through the use of web sites. Most of their clients have their own web sites and most of them use both traditional promotional methods such as print advertising and direct mail to customers as well as using Internet to promote their products. Most New Zealand organisations are not aware of the benefits of online product promotion and offering free samples online. They tend to use traditional product promotional methods rather than online product promotion methods. Some the organisations use both traditional promotional methods such as print advertising, direct mail to customers, magazines, event sampling as well as using the Internet to promote their products. New Zealand organisations tend to use more than one promotion methods.

It is rare that organisations use only pure Online Product Promotion & Trial method to promote their products. Some marketing managers believe that some people use the Internet to just get free samples without purchasing after trying. By giving out free samples through the web site, some organisations consider that their conversion to sales is minimal. According to Freesamples Director, it is difficult to get organisations to appreciate the value and power of online product promotion and trial. Generally organisations prefer traditional methods; that is through the use of magazines, television advertisement without getting responses and feedbacks from consumers and any idea of effectiveness of the promotion cannot be measured.

However, there are promotional advantages offered by online product promotion and trials. Online sampling sites offer advantages for both consumers and organisations. Convenience is the main reason considered by consumers why online sampling is more effective than other traditional sampling methods. Consumers also appreciate permission-based marketing where they do not get messages foisted on them. Organisations can enjoy a cost effective way to distribute free samples because samples are only given away to people requesting them. Consumer feedback can be collected and organisations can carry out pre and post trial research. Moreover, organisations can also promote their brand and their distribution chain / retail outlets by using them as the collection points for free samples.

Achieving consumer satisfaction is important for online product promotion and trial companies as it is related to consumer retention. It is obvious that if consumer retention is high, they are more likely to re-visit the website. Apparently, most consumers are either very satisfied or satisfied with the service offered by Freesamples. Generally, consumers appreciate web sites that refrain from 'hard selling'. Freesamples gives them an opportunity to trial the product before buying. Consumers like to try the products before buying, especially expensive products such as cosmetics.

Approximately 150 promotion and trial campaigns have been launched successfully in the Freesamples site. According to Freesamples statistics, about 20% of their clients have repeat campaigns. Consumers stated that most of the free samples sites are based in United States or United Kingdom and they are hoping there will be more free samples sites launched in New Zealand.

6.2 Limitations of this Research and Future Research Directions

There are several limitations in this research. Survey respondents might not answer the surveys correctly. Some people give inaccurate information because they are motivated by the need for privacy and some people might honestly not remember the answers to such questions as "How often did you visit Freesamples website?" The consumer survey respondents are self-selected. The survey might be misleading because it has attracted specific audience or people with particular motivation. On

the other hand, this is exactly the target market of Freesamples Ltd. It should be noted that the consumer surveys are only distributed to members of Freesamples.

Future research can focus on how other factors such as gender, age and income level of respondents can affect consumer satisfaction and consumer willingness to participate in Online Product Promotion & Trial. For instance, the relative importance of the different drivers in consumer participation is worth investigating. Another dimension of future research in this topic deals with the measurement issues of effectiveness of Online Product Promotion & Trial campaigns. In this research, we measure this by the repeat samples campaign rate to Freesamples and the repeat samples requested by individual consumers. It is important to go beyond just the repeat campaigns by organisations and the repeat samples requested by consumers; effectiveness of the past campaigns should be also measure by the actual product sales before and after the product trial.

6.3 Recommendations

Privacy concerns may make consumers unwilling to give out information and technologies such as privacy programs allow consumers to prevent data from being collected. Currently, Freesamples did not provide a privacy statement in their web site. Some consumers may realise the value of their information and demand a premium for it [6]. Using consumer information to create substantial value for the consumer can solve these problems; for example, letting consumers know Freesamples will offer more samples to suit their interests. As consumers recognise the value of giving up information they will be more likely to share their information.

Promotion of Freesamples Ltd is all through "word of mouth". It is suggested that Freesamples needs to advertise to consumers to grow the membership as well as client companies. Statistics shows that 41% of web users find new sites through search engines and online shoppers are three times more likely to use search engines than advertisements to find what they want on the web [10]. Freesamples can register in popular New Zealand search engines such as Xtra MSN, Yahoo NZ, and Nzooom.

7. Conclusions

There are enormous opportunities for businesses and consumers to participate in online product promotion due to the explosive growth of the Internet. The concept of Online Product Promotion & Trial has emerged as an alternative to the traditional product promotion methods. This study provides a better insight into both existing and potential members of Freesamples Ltd by examining the Freesamples Ltd member database. Most of the Freesamples members are in the mid to high-socio economic groups.

Our results suggest that the willingness of consumers and organisations to participate in Online Product Promotion and Trial are potentially high. Most New

Zealand consumers are very satisfied with services offered by Freesamples and they show interest to participate in the online product trial. The satisfied and loyal consumer database will increase the likelihood of return visits to Freesamples.

On the other hand, our results indicate that the concept of Online Product Promotion & Trial is not clearly understood by many organisations in New Zealand. Many organisations are not aware of the benefits the Online Product Promotion & Trial. However, it is shown from the results of this study that most organisations are interested in participating in Online Product Promotion & Trial depending on the cost and budget.

The benefits of Online Product Promotion & Trial include convenience for consumers, cost effective and efficient sampling method for organisations, carry out market research for organisations, provides one-to-one and permission based marketing.

We cannot prove that Online Product Promotion & Trial method can replace the traditional promotional method as surveyed organisations tend to use traditional methods or a mix of both methods rather than online promotion methods. The results of previous Online Product Promotion & Trial promotions launched in New Zealand were a success. This is determined by the strong consumer satisfaction level of Freesamples services and the willingness of consumers and organisations to use Online Product Promotion & Trial.

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