PROMOTIONAL PRODUCTS
Promotional products have a positive correlation with customer retention and acquisition.

55% of businesses had done business with an advertiser BEFORE receiving a promotional item.

85% of businesses have done business with an advertiser AFTER receiving a promotional item.

45% of businesses had NOT DONE business with an advertiser BEFORE receiving a promotional item.

11% of businesses have NOT DONE business with an advertiser AFTER receiving a promotional item.

82% own 1-10 promotional products.

73% of consumers have received promotional products in the past 12 months.

How often are promo products used?

- Several times a day: 7%
- At least once a day: 17%
- At least once a week: 29%
- At least once a month: 24%
- At least once in the past: 10%
- Never: 13%

53% use the promotional products they receive at least once a week or more often.

Top 3 categories remembered:
- Writing Instruments: 60%
- Wearables: 38%
- Drinkware: 50%

Top 3 categories frequently used:
- Calendars/Planners: 85%
- Computer Products: 85%
- Electronic Devices & Accessories: 82%