

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

VERSES

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

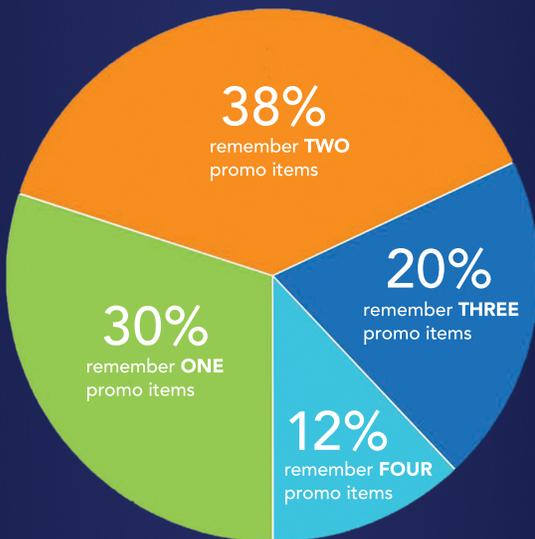
Promotional products owned:

1-5	58%
6-10	24%
11-15	8%
16-20	4%
20+	6%

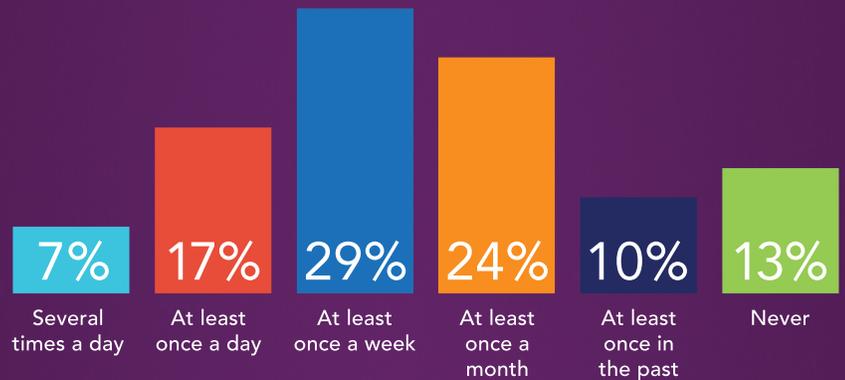
82% own 1-10

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

How many promo items are remembered?



How often are promo products used?



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

Top 3 categories remembered:

- 60% Writing Instruments
- 38% Wearables
- 50% Drinkware

Top 3 categories frequently used:

- 85% Calendars/Planners
- 85% Computer Products
- 82% Electronic Devices & Accessories