

CDM PROMO STATS



83%

of consumers would experience a strengthened loyalty to a brand they currently shop with that gave them a promotional product

75%

of consumers are MORE likely to buy from a company that gave them a promotional product than from another company they know equally well but did not give them a promotional product

73%

of consumers are more likely to consider purchasing from a business that gave them a promotional product they kept

59%

of consumers agree that when it comes to promo products they receive, quality is more important than quantity

Top 5

Most Influential Product Categories - Industry Wide



T-Shirts



Drinkware



Polos



Caps/Headwear



Bags

CASA del MAR
EXPLORATION IN PROMOS

A BR COMPANY

Sources: ASI & PPAI