



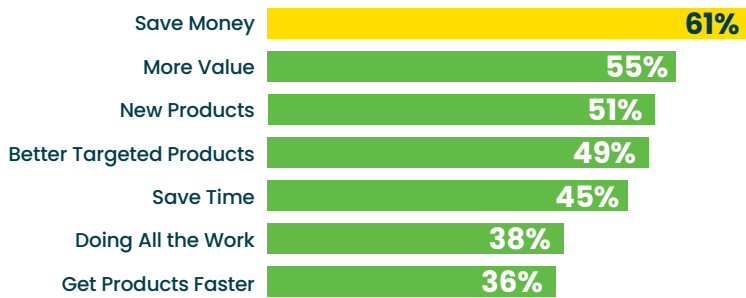
# End-Buyer Survey

## COMPANIES WITH 11-50 EMPLOYEES

In 2024, ASI Research surveyed promotional products end-buyers at companies of varying sizes. Here are the key findings for end-buyers at companies with 11-50 employees.

# 97% OF END-BUYERS USING PROMO AT COMPANIES WITH 11-50 EMPLOYEES ARE SATISFIED WITH THE ROI THEY RECEIVE

### MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS WITH 10 OR FEWER EMPLOYEES



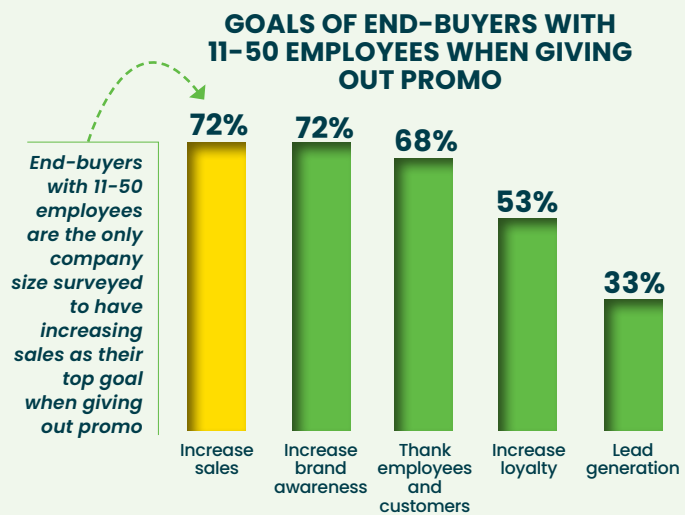
## 82% OF END-BUYERS WITH 11-50 EMPLOYEES WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

## 95% OF END-BUYERS AT COMPANIES WITH 11-50 EMPLOYEES PLAN TO INCREASE OR MAINTAIN THEIR SPENDING ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR

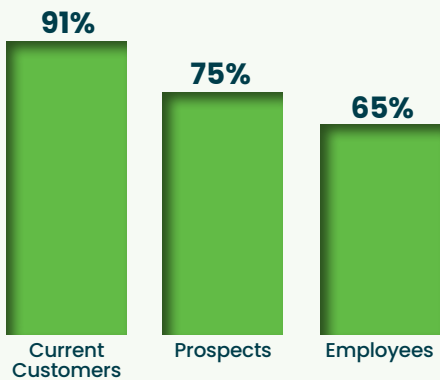
# 56%

OF END-BUYERS USING PROMO AT COMPANIES WITH 11-50 EMPLOYEES SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY

## END-BUYERS AT COMPANIES WITH 11-50 EMPLOYEES SAY THEY SPEND 34% OF THEIR MARKETING BUDGET ON PROMO

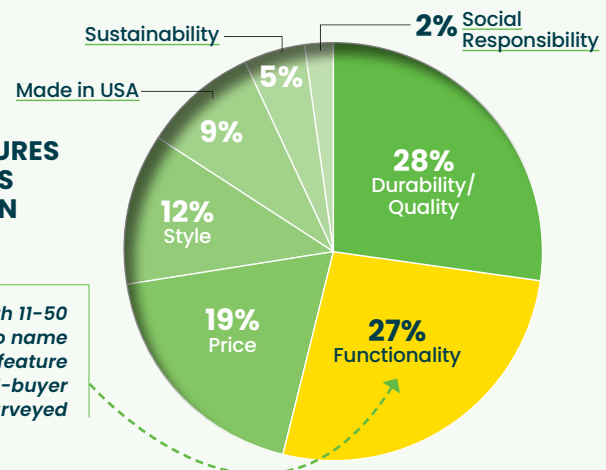


### WHO DO END-BUYERS WITH 11-50 EMPLOYEES GIVE PROMO PRODUCTS TO?



### THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS WITH 11-50 EMPLOYEES WHEN PURCHASING PROMO

*End-buyers at companies with 11-50 employees are more likely to name functionality as their top promo feature consideration than any other end-buyer market segment surveyed*



# 73%

OF END-BUYERS WITH 11-50 EMPLOYEES WOULD PAY A PREMIUM FOR MADE-IN-THE-USA PRODUCTS, MORE THAN ANY OTHER COMPANY SIZE SURVEYED BY ASI

# NEARLY HALF (45%) OF END-BUYERS WITH 11-50 EMPLOYEES PURCHASED DRINKWARE, MORE THAN ANY OTHER END-BUYER SEGMENT SURVEYED BY ASI