



End-Buyer Survey

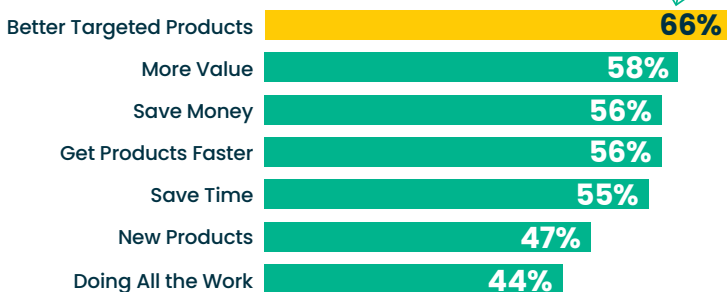
FINANCE & INSURANCE



In 2024, ASI Research surveyed end-buyers of promotional products in various markets. Here are the key findings within the finance & insurance sector.

98% OF FINANCE & INSURANCE END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE

MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO FINANCE & INSURANCE END-BUYERS

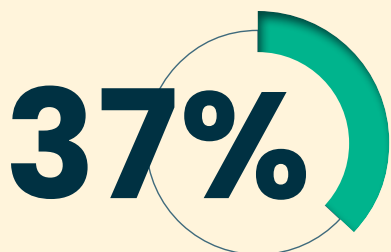


Highest among all end-buyer markets surveyed by ASI Research

92% OF END-BUYERS WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

56% OF END-BUYERS PLAN TO INCREASE THEIR PROMO SPENDING IN 2024 – THE HIGHEST OF ALL END-BUYER MARKETS SURVEYED BY ASI

FINANCE & INSURANCE END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND



OF THEIR MARKETING BUDGET ON PROMO

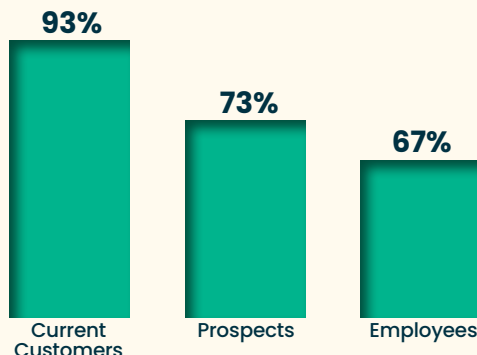
72%

OF END-BUYERS WHO USE PROMO SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY – THE HIGHEST OF ANY END-BUYER MARKET SURVEYED BY ASI

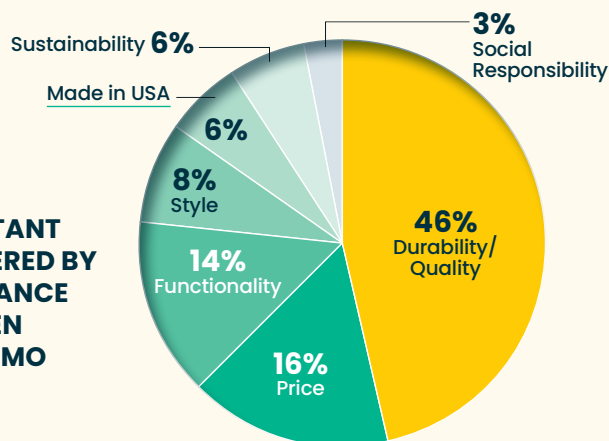
GOALS OF FINANCE & INSURANCE END-BUYERS WHEN GIVING OUT PROMO



WHO DO FINANCE & INSURANCE END-BUYERS GIVE PROMO PRODUCTS TO?



THE MOST IMPORTANT FEATURE CONSIDERED BY FINANCE & INSURANCE END-BUYERS WHEN PURCHASING PROMO



69%

OF FINANCE & INSURANCE END-BUYERS PURCHASE PROMO THROUGH AN E-COMMERCE COMPANY



FINANCE & INSURANCE END-BUYERS PURCHASED MORE OF THESE PROMO PRODUCTS THAN ANY OTHER END-BUYER SEGMENT IN 2023

