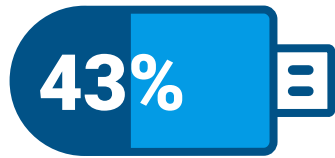
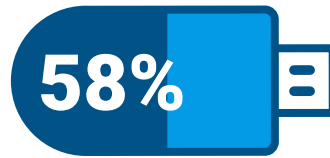


PROMO PRODUCTS ARE INVESTMENTS. HOW TO MEASURE THE RETURN?

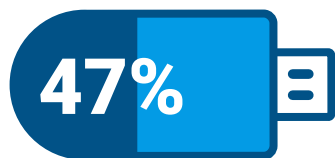
The key metric to look at is **impressions**, the number of times people will see your promo product over its lifetime. To see why, look at how custom USB drives generate impressions.



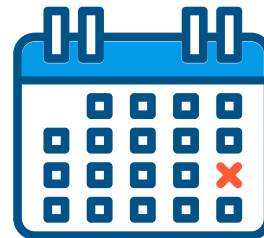
Of consumers keep a promo USB drive for **2 years or longer**



Of of consumers own promotional USBs



Nearly half would give away the promo USB drive if they didn't want it



On average, promo USBs are kept **13 months**

THAT MEANS THAT:



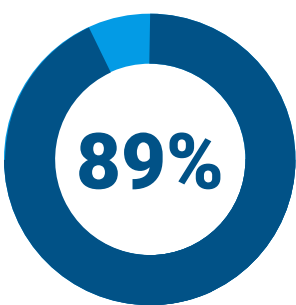
Promotional USBs generate **700 impressions** over their lifetime"



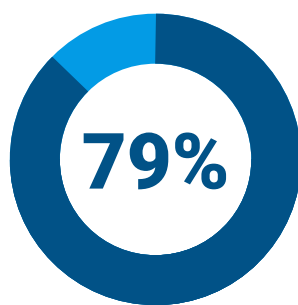
A promo USB that costs \$5 will have a CPI of only **7/10 of a cent** per impression

(Source: Advertising Specialty Institute 2019 Ad Impressions Study)

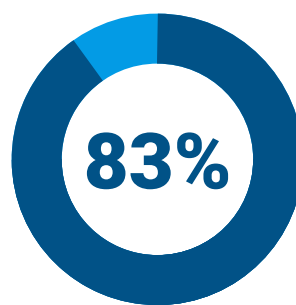
SO HOW VALUABLE ARE IMPRESSIONS? CONSIDER THESE NUMBERS.



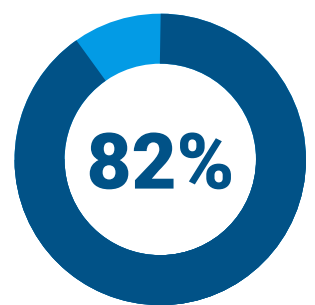
Of consumers received a promotional product in the last six months



Of recipients researched the brand on their promotional product



Of consumers were more likely to do business with the brand



Of consumers had a more favorable impression of the brand



We create unique experiences for brand-driven companies and organizations by designing, manufacturing, and customizing consumer electronics and accessories to stand out in a competitive marketplace.

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