



# End-Buyer Survey

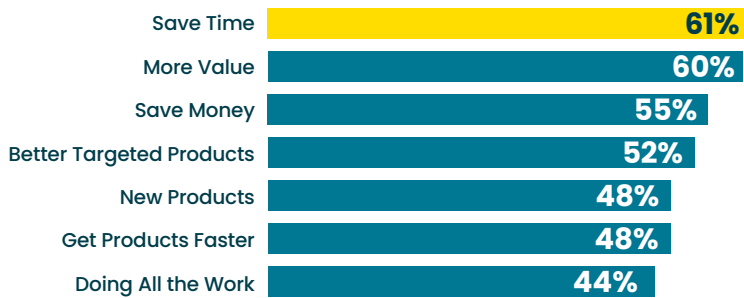
## COMPANIES WITH 51-100 EMPLOYEES

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 51-100 employees.

# 98%

**OF END-BUYERS USING PROMO AT COMPANIES WITH 51-100 EMPLOYEES ARE SATISFIED WITH THE ROI THEY RECEIVE**

### MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS WITH 51-100 EMPLOYEES



# 56%

**OF END-BUYERS WITH 51-100 EMPLOYEES PLAN TO INCREASE THEIR SPENDING ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR**

# 86%

**OF END-BUYERS WITH 51-100 EMPLOYEES WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES**

# 67%

**OF END-BUYERS USING PROMO AT COMPANIES WITH 51-100 EMPLOYEES SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY**

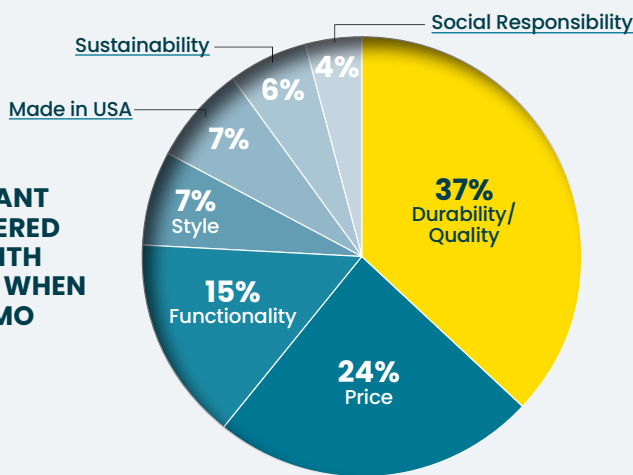
### GOALS OF END-BUYERS WITH 51-100 EMPLOYEES WHEN GIVING OUT PROMO



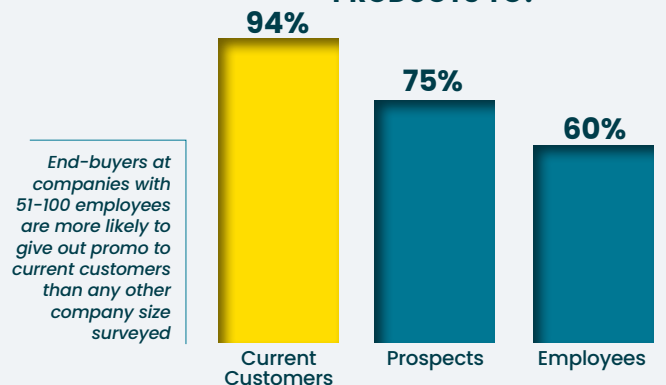
# 39%

**OF THEIR MARKETING BUDGET ON PROMO**

### THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS WITH 51-100 EMPLOYEES WHEN PURCHASING PROMO



### WHO DO END-BUYERS WITH 51-100 EMPLOYEES GIVE PROMO PRODUCTS TO?



**END-BUYERS WITH 51-100 EMPLOYEES PURCHASED THESE PROMO PRODUCTS MORE THAN END-BUYERS IN ANY OTHER COMPANY SIZE SURVEYED**



# 76%

**OF END-BUYERS AT COMPANIES WITH 51-100 EMPLOYEES ARE MORE LIKELY TO PURCHASE PROMOTIONAL PRODUCTS THROUGH AN E-COMMERCE COMPANY OVER OTHER COMPANY SIZES**