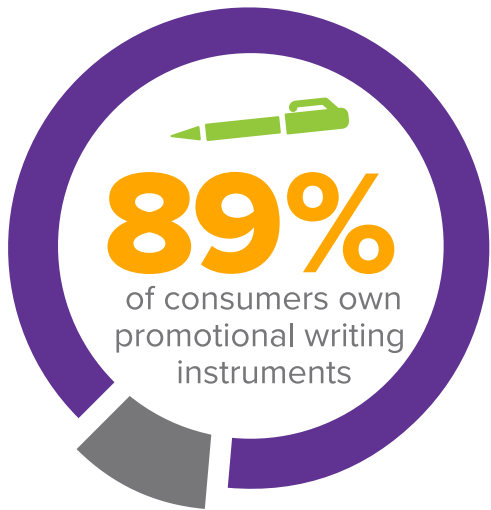


# THE POWER OF PROMOTIONAL PRODUCTS

THE TOP 3

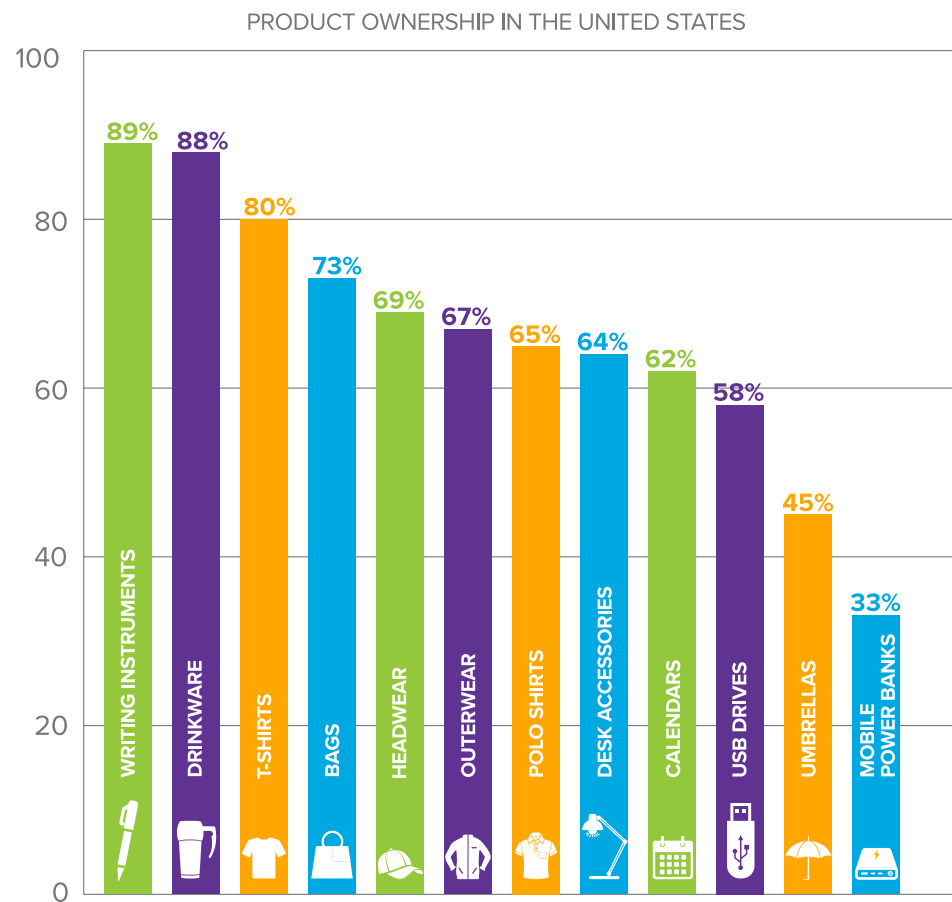
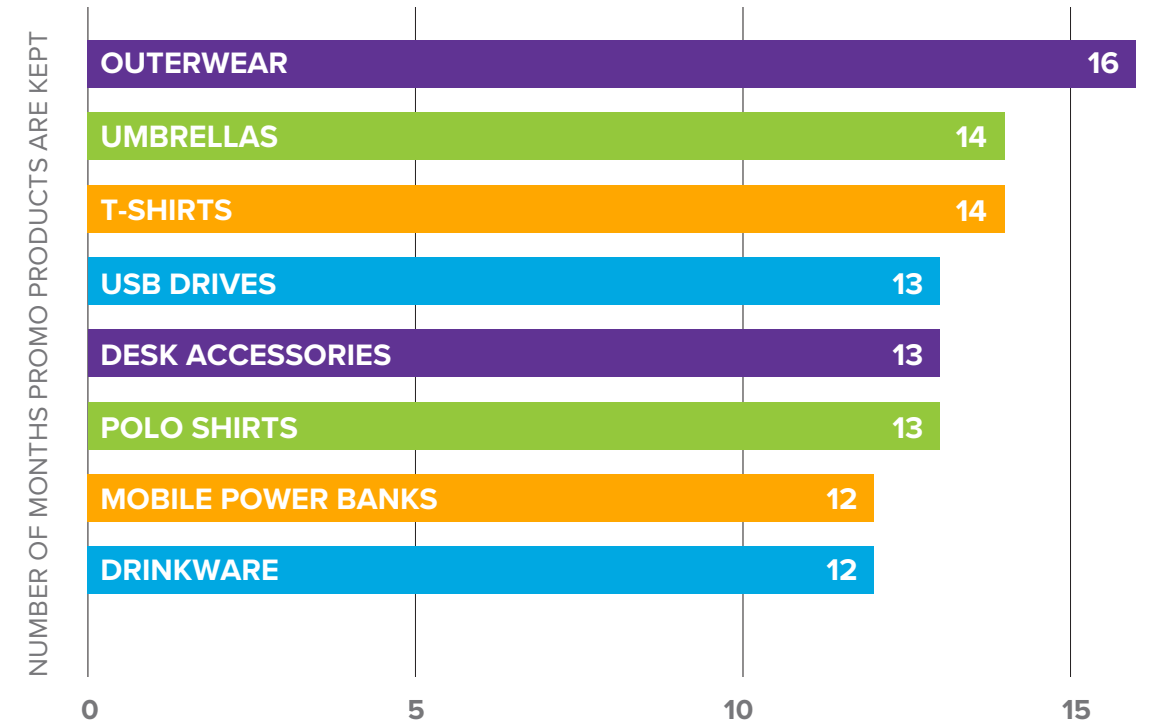


**88%**  
of consumers own promotional drinkware

**80%**  
of consumers own promotional t-shirts

“Quality is the top reason people keep promo products.  
**Don't slack on quality,** these products reflect your brand after all.”

— ASI Impressions Study 2019



**85%** of people worldwide said that they could remember the advertiser who gave them a promo product.



### Impressions

equal how long a recipient has the product multiplied by how many people who view it.



### CPI or Cost Per Impression

is the cost for each potential customer who views

