

Top 5 Reasons to Give Advertising Specialties to your Customers

1. Instant brand recall: customers remember the business who gave them an ad specialty.
 - 84% remembered the company providing them with the item.
2. Customers buy from the companies that give them promotional products.
 - 62% did business with the company after receiving the item.
3. Lowest Cost Per Impression (CPI) of popular advertising media.
 - The average CPI of an ad specialty is \$.004.
4. Improved Impressions - customers view businesses that gave them an ad specialty more favorably
 - 42% had a more favorable impression of the company after receiving the item.
5. Frequent exposure - Ad specialties are one of the keys to successful marketing
 - The typical product is kept for 7 months and many are used by your customers every business day!

