

# Keep customers coming back.

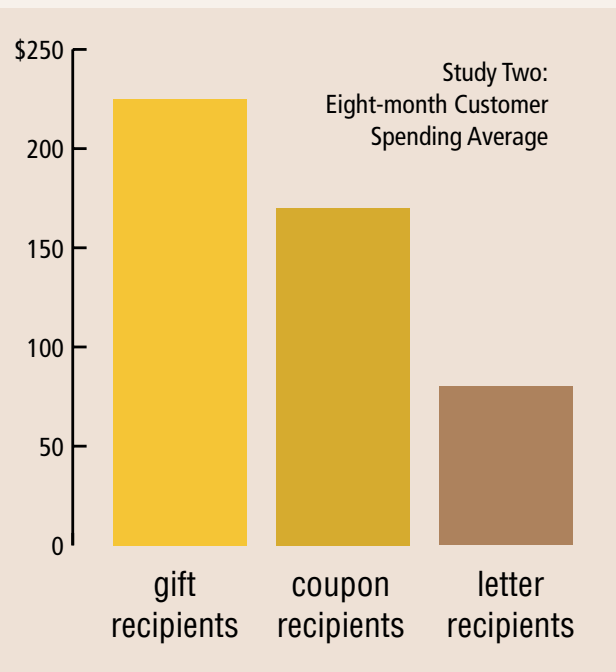
Customers who receive promotional products, on average, return sooner and more frequently, and spend more money than customers who receive coupons. In two separate studies, SMU researchers tested whether promotional products would out-perform coupons in the area of repeat business and sales.

## STUDY ONE – FOOD DELIVERY SERVICE

- Customers who received promotional products **reordered** up to 18% sooner than those who received coupons and up to 13% sooner than those who received no promotion.
- Customers who received promotional products also averaged up to 18% **more orders** than those receiving coupons and up to 13% more than those who received nothing.

## STUDY TWO – DRY CLEANER

- Over an eight month period, new customers that received promotional products spent 27% more than those who received coupons and 139% more than those who received only a welcome letter.
- Promotional product recipients were also 49% more likely than coupon recipients and 75% more likely than letter recipients to patronize the dry cleaner in each of the eight months studied.



## Drive Sportswear and Promotions

... the driving force in the promotional products industry.

To learn more about how you can maximize your return on investment, please contact Ryan or Len at 403-517-0020 today.

