



NEW!

Industry Category Report

January 2023

For questions, please contact:

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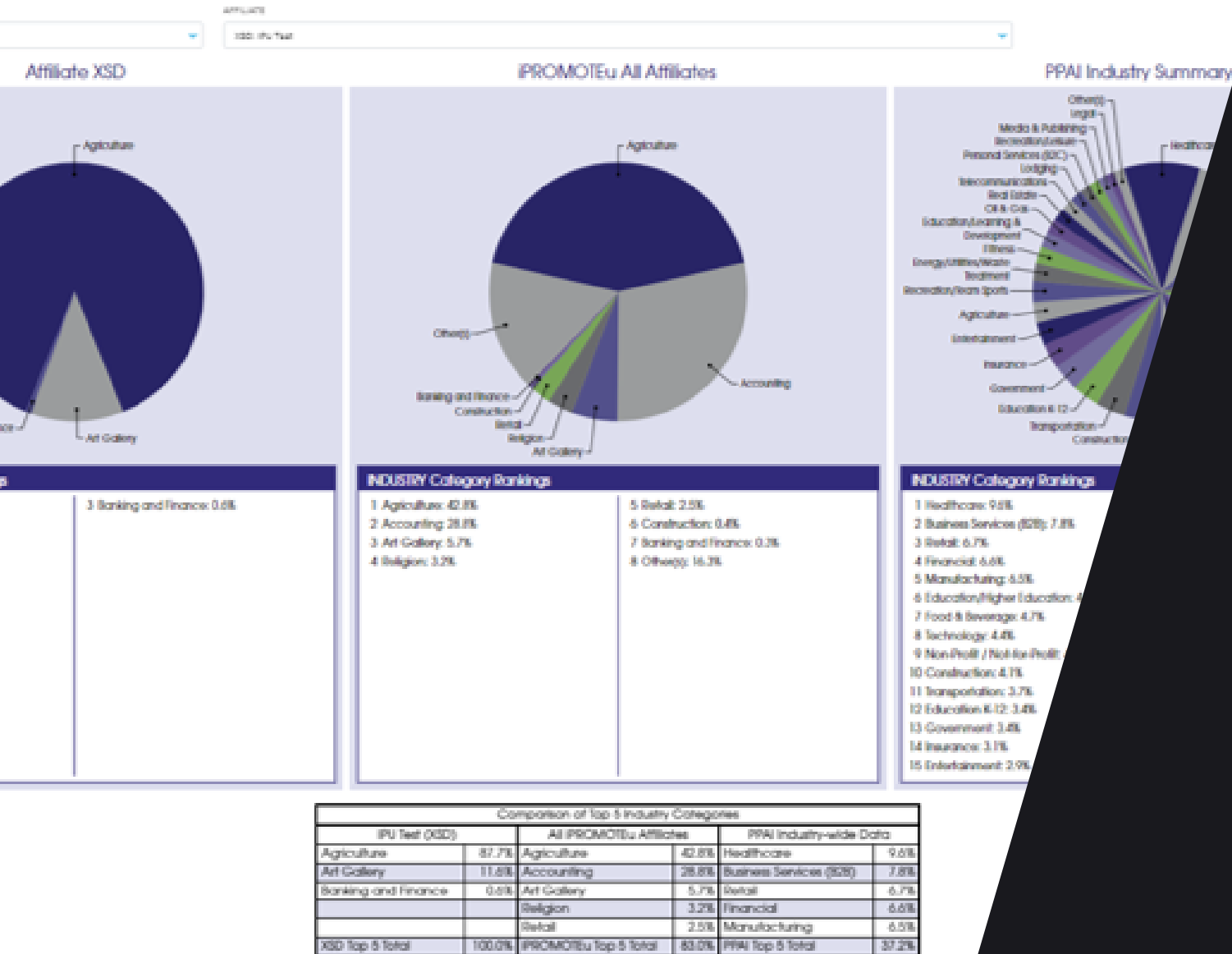


NEW! INDUSTRY CATEGORY REPORT

Now available in iSUITE under “Reporting”

Affiliate Benefits:

- ✓ Provides Affiliates with the industry category breakdown within their individual business compared to:
 - ✓ The iPROMOTEu Affiliate Network
 - ✓ The Promotional Products Industry in total (using PPAI data)
- ✓ Helps Affiliates identify new and trending markets to target. *Where are your gaps and opportunities?*
- ✓ Provides Sales Development & Marketing Teams with information to create new strategies and generate new industry specific marketing assets for Affiliates.





INDUSTRY CATEGORY
BY CUSTOMER

iSUITE features an Industry
Category field at the
customer level



INDUSTRY CATEGORY
MENU SELECTION

Updated drop-down menu
for Affiliates to easily select
the Industry Category for
each customer



DEFINITIONS

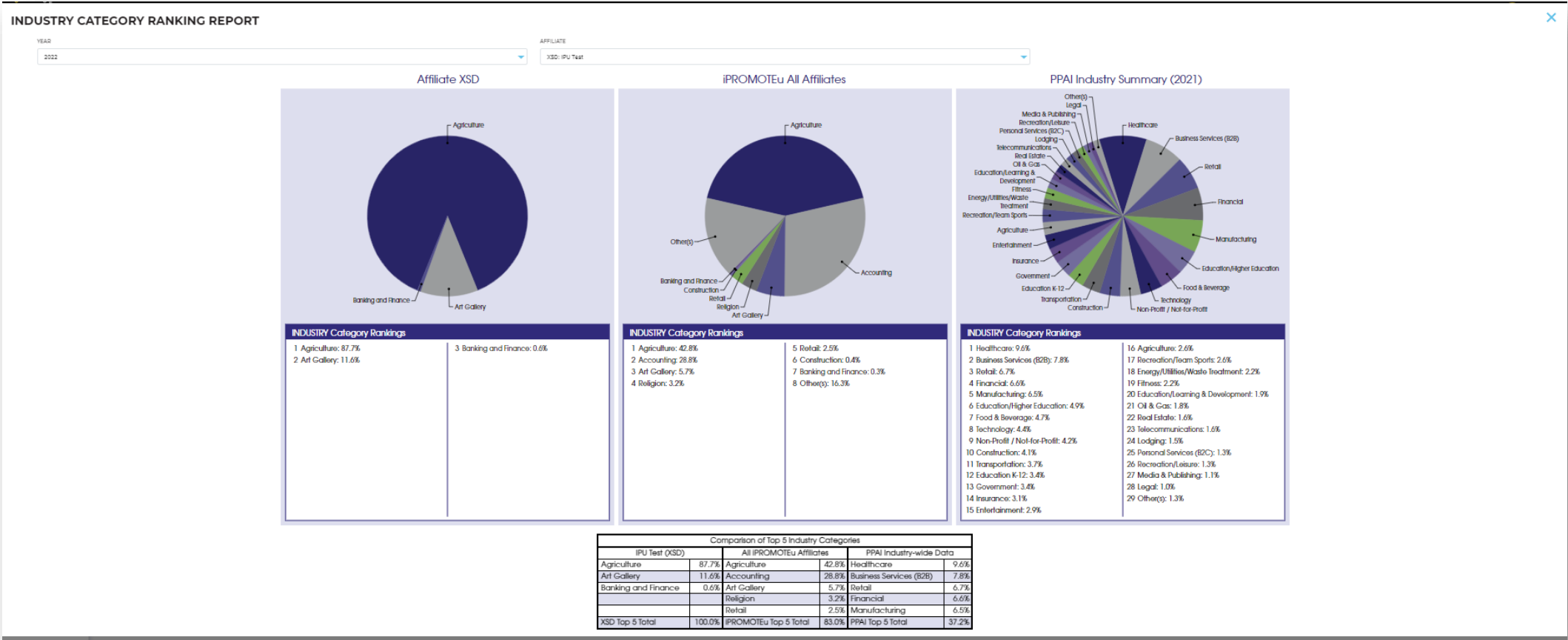
Brief definitions of each
category will be available
for you to reference



ACCURATE

Mandatory field on the
shipping customer record
to help with report
accuracy and usefulness

Full Report View



TIP:
Hold down the Ctrl Key and “-”/Minus Key at the same time to reduce the size of your content to allow you to see all 3 graphs next to each other for comparison purposes.

Comparison Graphs

Your personal industry category breakdown of your business

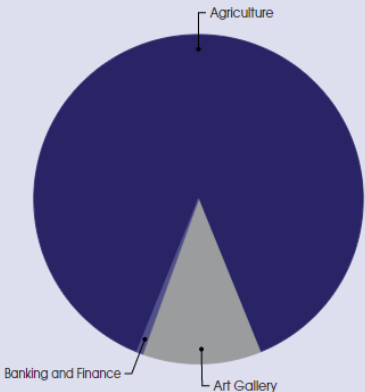
YTD iPROMOTEu Affiliate Network Summary

Full Year PPAI Summary

2022

XSD: IPU Test

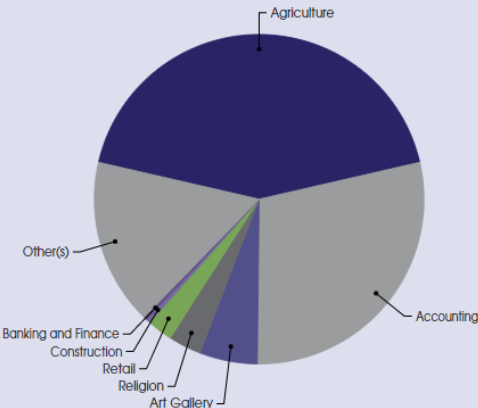
Affiliate XSD



INDUSTRY Category Rankings

- | | |
|----------------------|-----------------------------|
| 1 Agriculture: 87.7% | 3 Banking and Finance: 0.6% |
| 2 Art Gallery: 11.6% | |

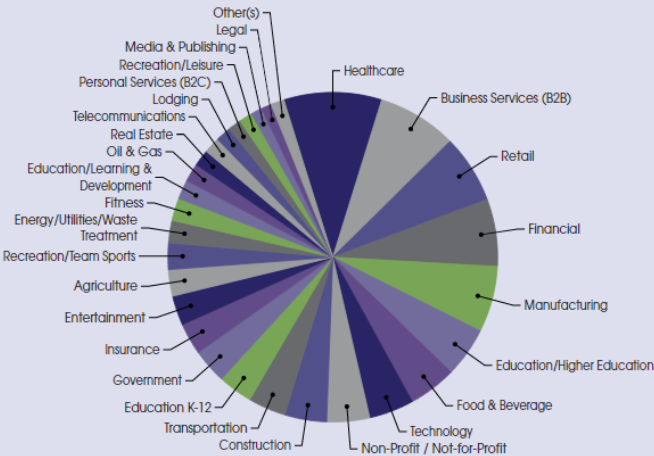
iPROMOTEu All Affiliates



INDUSTRY Category Rankings

- | | |
|----------------------|-----------------------------|
| 1 Agriculture: 42.8% | 5 Retail: 2.5% |
| 2 Accounting: 28.8% | 6 Construction: 0.4% |
| 3 Art Gallery: 5.7% | 7 Banking and Finance: 0.3% |
| 4 Religion: 3.2% | 8 Other(s): 16.3% |

PPAI Industry Summary (2021)



INDUSTRY Category Rankings

- | | |
|-------------------------------------|---|
| 1 Healthcare: 9.6% | 16 Agriculture: 2.6% |
| 2 Business Services (B2B): 7.8% | 17 Recreation/Team Sports: 2.6% |
| 3 Retail: 6.7% | 18 Energy/Utilities/Waste Treatment: 2.2% |
| 4 Financial: 6.6% | 19 Fitness: 2.2% |
| 5 Manufacturing: 6.5% | 20 Education/Learning & Development: 1.9% |
| 6 Education/Higher Education: 4.9% | 21 Oil & Gas: 1.8% |
| 7 Food & Beverage: 4.7% | 22 Real Estate: 1.6% |
| 8 Technology: 4.4% | 23 Telecommunications: 1.6% |
| 9 Non-Profit / Not-for-Profit: 4.2% | 24 Lodging: 1.5% |
| 10 Construction: 4.1% | 25 Personal Services (B2C): 1.3% |
| 11 Transportation: 3.7% | 26 Recreation/Leisure: 1.3% |
| 12 Education K-12: 3.4% | 27 Media & Publishing: 1.1% |
| 13 Government: 3.4% | 28 Legal: 1.0% |
| 14 Insurance: 3.1% | 29 Other(s): 1.3% |
| 15 Entertainment: 2.9% | |

Summary Chart

Summary chart of your Top 5 Industry Categories vs. the iPROMOTEu Affiliate Network and vs. the Industry

Comparison of Top 5 Industry Categories					
IPU Test (XSD)		All iPROMOTEu Affiliates		PPAI Industry-wide Data	
Agriculture	87.7%	Agriculture	42.8%	Healthcare	9.6%
Art Gallery	11.6%	Accounting	28.8%	Business Services (B2B)	7.8%
Banking and Finance	0.6%	Art Gallery	5.7%	Retail	6.7%
		Religion	3.2%	Financial	6.6%
		Retail	2.5%	Manufacturing	6.5%
XSD Top 5 Total	100.0%	iPROMOTEu Top 5 Total	83.0%	PPAI Top 5 Total	37.2%

NOTE:

You will now be prompted to update the customer shipping record for “Industry Category” when creating a job. This is important to fuel this report and provide data that is accurate and helpful to the entire network.



Let's take a look at what you will see when creating a job...



When creating a job, if you have already selected an Industry Category for your Customer, you will see it here. You can also change it from the pre-populated drop-down list.

Customer's Industry Category

isuite
ORDER MANAGEMENT SYSTEM

CUSTOM PRODUCTS

PRESENTATIONS

JOBS

BUNDLED POS

DISPUTES

ARTWORK

CUSTOMERS

SAGE

ASI

VENDORS

REPORTING

INVENTORY

SHIPPING CUSTOMER*

ACME COMPANY

1 Main Street
Central City, MA 02101

ACMECO

BILLING CUSTOMER*

ACME COMPANY

1 Main Street
Central City, MA 02101

ACMECO

ALTERNATE SHIPPING ADDRESS

+ Add Alternate Shipping Address

CONTACT DETAILS

ORDERING CONTACT*

John Smith

SHIPPING CONTACT*

TestName1

INVOICING CONTACT*

John Smith

AR CONTACT*

++

No options

CUSTOMER'S INDUSTRY CATEGORY

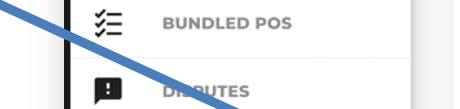
INDUSTRY CATEGORY*





Education

CANCEL OR DISCARD

NEXT

**Customer's
Industry Category
section with a
prompt to select a
category**



-  **BUNDLED POS**
-  **DISPUTES**
-  **ARTWORK**
-  **CUSTOMERS**

NEXT

THANK YOU!

**Your Affiliate Sales Directors are
available to assist with report training.**

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