



Promoting Your Success

NEW!

Product Category Report

March 2023

For questions, please contact:

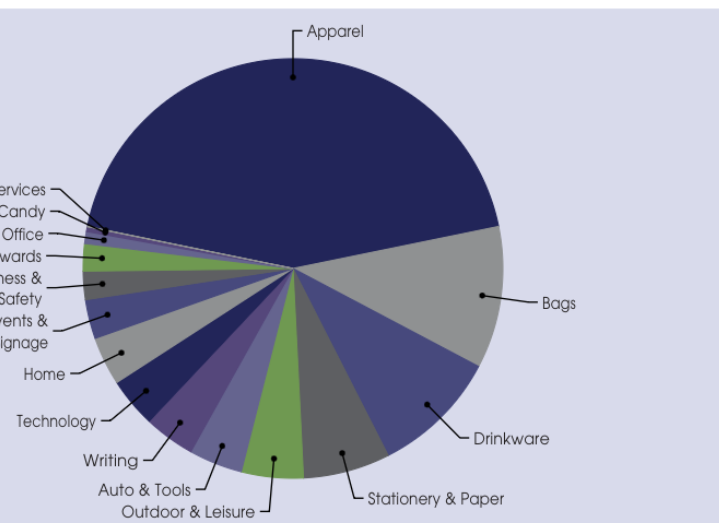
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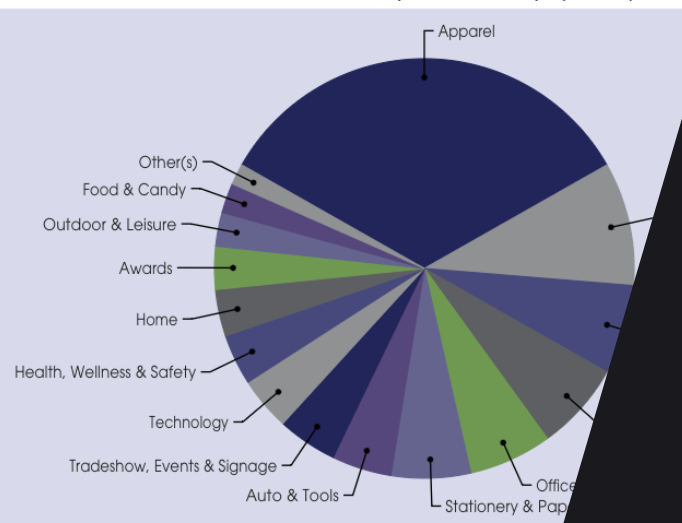
iPROMOTEu All Affiliates



Category Rankings

3.6%	9 Home: 3.7%
%	10 Tradeshow, Events & Signage: 3.0%
9.8%	11 Health, Wellness & Safety: 2.2%
& Paper: 6.7%	12 Awards: 2.1%
Leisure: 4.8%	13 Office: 0.9%
ols: 4.1%	14 Food & Candy: 0.4%
9%	15 Special Services: 0.0%
y: 3.8%	

PPAI Industry Summary (2021)



PRODUCT Category Rankings

1 Apparel: 33.6%	9 Technology: 6.9%
2 Drinkware: 9.5%	10 Health, Wellness & Safety: 2.2%
3 Writing: 6.9%	11 Home: 3.7%
4 Bags: 6.8%	12 Awards: 2.1%
5 Office: 6.4%	13 Outdoor & Leisure: 4.8%
6 Stationery & Paper: 6.1%	14 Food & Candy: 0.4%
7 Auto & Tools: 4.6%	15 Other(s): 0.0%
8 Tradeshow, Events & Signage: 4.6%	

NEW! PRODUCT CATEGORY REPORT

Now available in iSUITE under "Reporting"

Affiliate Benefits:

- ✓ Provides Affiliates with a breakdown of products purchased by category for their individual business compared to:
 - ✓ The iPROMOTEu Affiliate Network
 - ✓ The Promotional Products Industry in total (using PPAI data)
- ✓ Helps Affiliates identify product categories that may be under/overweighted versus the Affiliate Network and the Industry in general. *Where are your gaps and opportunities?*
- ✓ Provides Sales Development & Marketing Teams with information to create new strategies and generate new marketing assets for Affiliates.

Comparison of Top 5 Product Categories			
All iPROMOTEu Affiliates		PPAI Industry-wide Data	
Apparel	43.6%	Apparel	33.6%
Bags	11.0%	Drinkware	9.5%
Drinkware	9.8%	Writing	6.9%
Stationery & Paper	6.7%	Bags	6.8%
Outdoor & Leisure	4.8%	Office	6.4%
iPROMOTEu Top 5 Total	75.8%	PPAI Top 5 Total	63.2%

NEW! PRODUCT CATEGORY REPORT

Now available in iSUITE under "Reporting"



Top Level Category

See your product purchasing broken out by 14 top-level product categories



SAGE & ESP DATA

Category data sourced from line-item information conveyed during order entry from SAGE & ESP



COMPARE

Gain insight by comparing your purchasing to that of iPROMOTEu Affiliates and the industry as a whole



COLLABORATE

Use insights to collaborate with your team, Affiliate Sales Directors and Suppliers



Comparison Graphs

Your Personal Product Category Purchasing Breakdown

PRODUCT CATEGORY REPORT

YEAR

2023

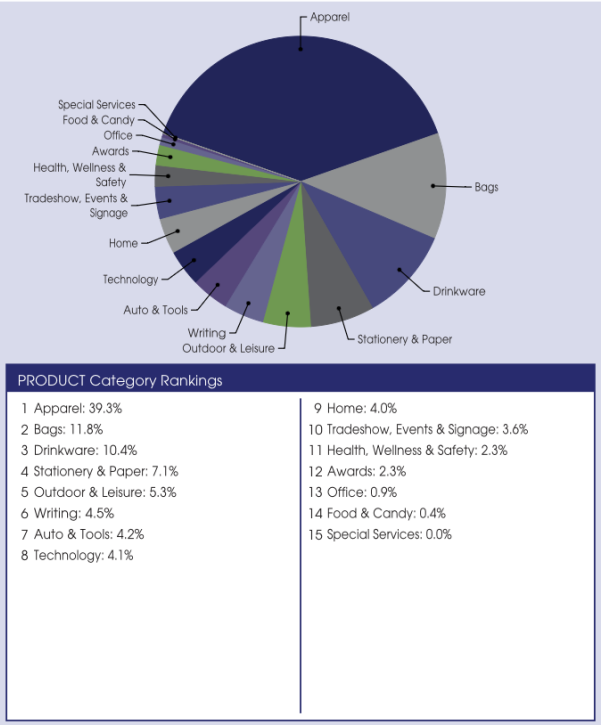
AFFILIATE

XSD: iPROMOTEu

Affiliate XSD

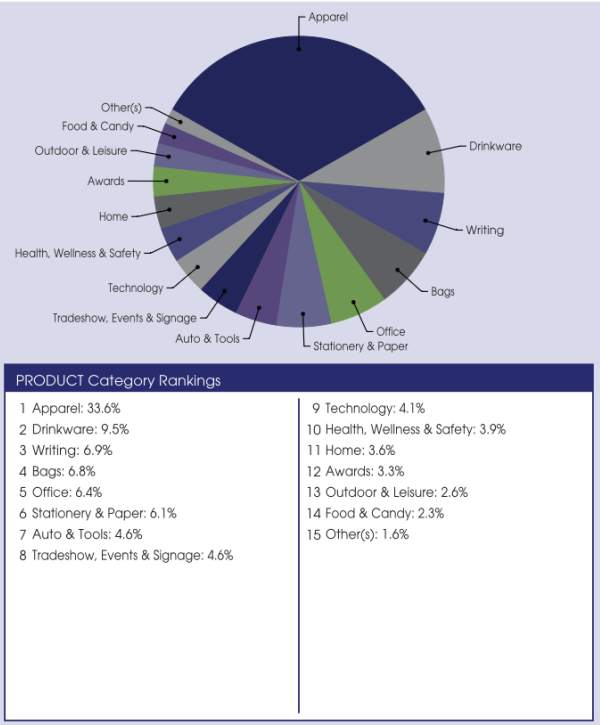


iPROMOTEu All Affiliates



Full Year PPAI Product Category Summary

PPAI Industry Summary (2021)



Comparison of Top 5 Product Categories			
iPROMOTEu (XSD)	All iPROMOTEu Affiliates		PPAI Industry-wide Data
	Apparel	39.3%	Apparel 33.6%
	Bags	11.8%	Drinkware 9.5%
	Drinkware	10.4%	Writing 6.9%
	Stationery & Paper	7.1%	Bags 6.8%
	Outdoor & Leisure	5.3%	Office 6.4%
XSD Top 5 Total	0.0%	iPROMOTEu Top 5 Total 73.8%	PPAI Top 5 Total 63.2%

Top Level Categories – What’s Inside?

Example Product Subcategories For Each Top-Level Category

Categories	Apparel			Auto & Tools			Awards			Bags		
Example Sub Categories	Caps & Hats	T-Shirts	Outerwear	Flashlights	Keychains	License Plates & Frames	Clocks	Jewelry	Plaques	Backpacks	Luggage Tags	Totes
Categories	Drinkware			Food & Candy			Home			Office		
Example Sub Categories	Barware	Travel Mugs / Tumblers	Water Bottles	Candy	Chocolate	Tins	Home Accessories	Kitchen Utensils	Playing Cards & Games	Clips & Memo Holders	Desk Accessories	Magnets
Categories	Outdoor & Leisure			Stationery & Paper			Technology			Tradeshow, Events & Signage		
Example Sub Categories	Blankets	Golf	Sports & Fitness	Calendars	Notebooks/ Journals	Stickers & Decals	Chargers	Computer Accessories	Tech Accessories	Balloons	Displays	Lanyards/ Badges
Categories	Health, Wellness & Safety			Writing			Special Services & Decoration					
Example Sub Categories	First Aid	Hand Sanitizers	Stress Relievers	Highlighters	Pencils	Pens	In Development					

Product Category Report – FAQs

Where does the product category data come from?

Meta information is collected from SAGE and ESP during the order entry process giving an indication of the category of each product ordered. That information is consolidated and assigned to one of 14 top-level product categories you see in the report.

What isn't captured in the report?

The current version of the report does not capture products or services entered outside of SAGE or ESP. 'Custom' items and apparel decoration are examples of categories that do not currently appear in the report. We are developing the ability to capture additional services like print and decoration.

Will we be able to see additional information in the future?

Yes. While we are excited about the first version and believe it arms you with valuable business insight, we will continue to develop the tool to bring you additional functionality. Examples of enhancements that we are considering are inclusion of decoration and other services, the ability to view subcategory information, and visibility of product category purchasing by customer.

Why can I only see back to 2022?

We started to collect the underlying data when iSUITE was launched. Product data prior to iSUITE does not have the requisite meta data to generate category information.

THANK YOU!

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

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