

A SPECIAL
ASI CATALOG STUDY

**11 COMPELLING
CATALOG STATS
EVERY SUPPLIER
SHOULD KNOW**

LET'S DIVE IN



Catalogs develop brands

67% Of large suppliers cite catalogs as a primary method of promotion

20% of end buyers refer to promotional product catalogs once a month.
That's 12 different touch points

Catalogs drive inspiration

66% of end buyers agree catalogs encourage them to buy promotional products/awards

89% of distributors agree that they gain inspiration for new ideas from catalogs

Catalogs create product awareness

81% of end buyers agree that they look at Catalogs every time they need a promo item.

77% of distributors agree that they personally find browsing through catalogs valuable

Catalogs generate leads

75% of distributors agree that catalogs help them generate sales...

- Attributing 25% (on average) of their sales in part or in full to use of catalogs
- And the average catalog order is \$300.

78% of end buyers agree that they have purchased an item they have seen in a catalog

Catalogs drive online business

52% of distributors have looked up products on ESP after first seeing them in a catalog

In Summary, Catalogs...

1

engages like no other medium, inspires ideas for both the distributor and end buyer

2

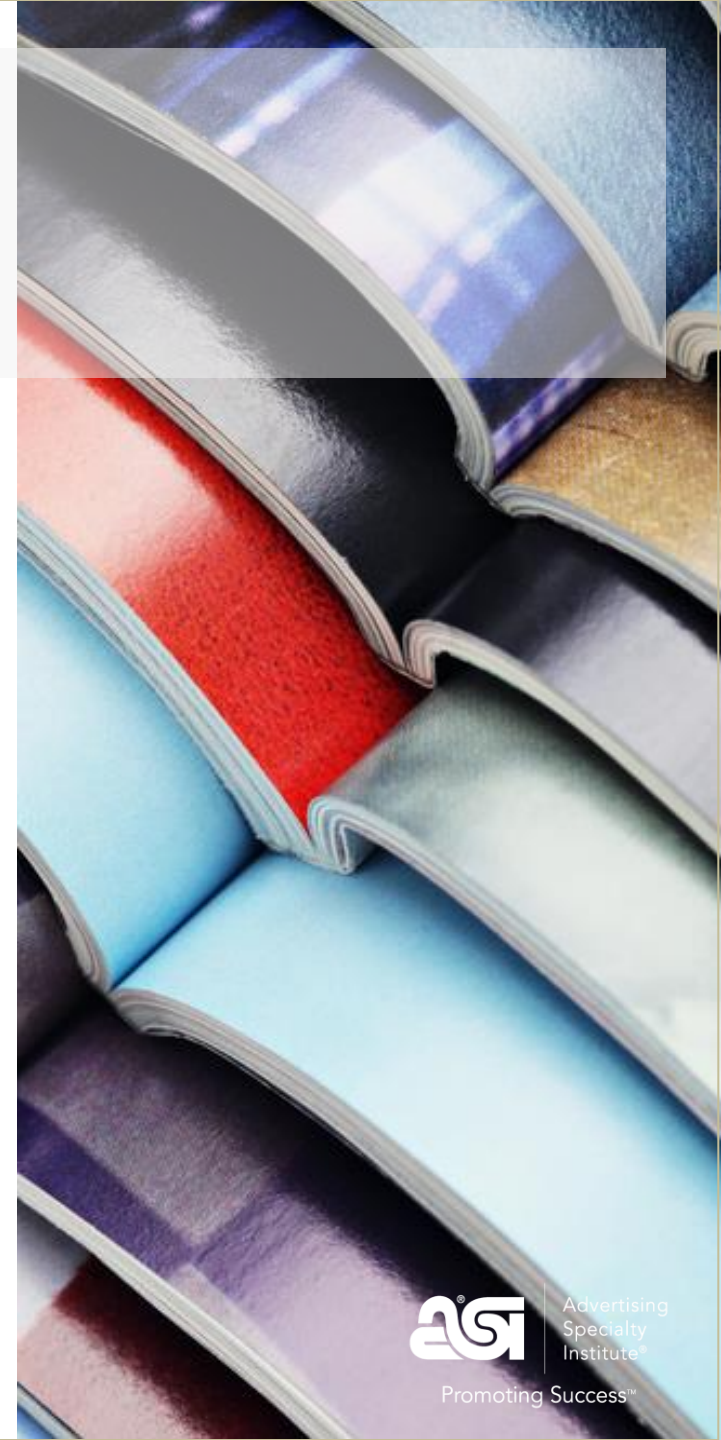
enables suppliers to tell a more complete story about your products

3

becomes a year long reference guide and can even extend a supplier's digital presence

4

drives sales. Catalogs are a part of a successful distributors' marketing toolkit



In other words...

**Catalogs are a
Triple Threat
with Triple Uses**

Suppliers

67%

use catalogs for their
marketing purposes

Distributors

75%

agree that promotional product
catalogs are an important tool in
my company's marketing

End buyers

66%

agree that catalogs encourage
them to buy promotional
products/ awards

