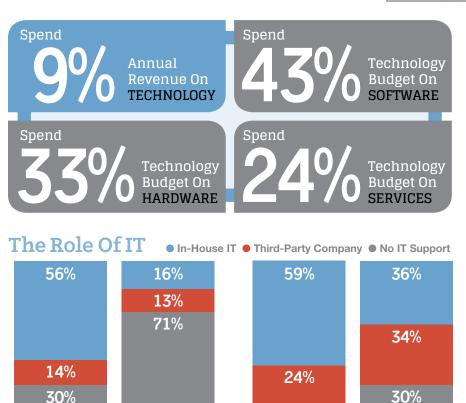
The Promotional Products Industry Technology Report

Highlights From The 2018 Business Study

126
Suppliers

444
Distributors



| Scale Of Operations Company Size (By Number Of Employees) | | |
|---|--|--|
| IT Team Size | | |
| <100 Employees — 2 to 4 | | |
| 101-500 Employees — 5 to 10 | | |
| 501+ Employees Morethan 11 | | |

99% Have A Website

2011

Supplier

Distributor



Distributor

| Website Updates | Suppliers | Distributors |
|------------------|-----------|--------------|
| Annually | 29% | 24% |
| Every other year | 55% | 7 % |
| Every 3 years | 6% | 7 % |
| As needed | 10% | 62 % |

Distributor Website Features

| About Us | 86% |
|------------------------|-----|
| Navigation Bar | 85% |
| Product Catalog | 74% |
| Ecommerce Capabilities | 46% |
| FAQ | 41% |
| Terms & Conditions | 35% |
| Secured Connection | 28% |
| Sitemap | 27% |
| Privacy Policy | 25% |
| Reporting Tools | 20% |
| Career Page | 15% |
| Live Chat | 7% |
| None Of The Above | 6% |

21%
Use ERP Software

82%
Use Accounting Software

17%

Supplier

2018

66%
Use CRM Software

64%
Use OMS Software

PPA Research