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Digital Expo

Promo and the Coronavirus: A Data Deep Dive

C.J. Mittica

Nate Kucsma

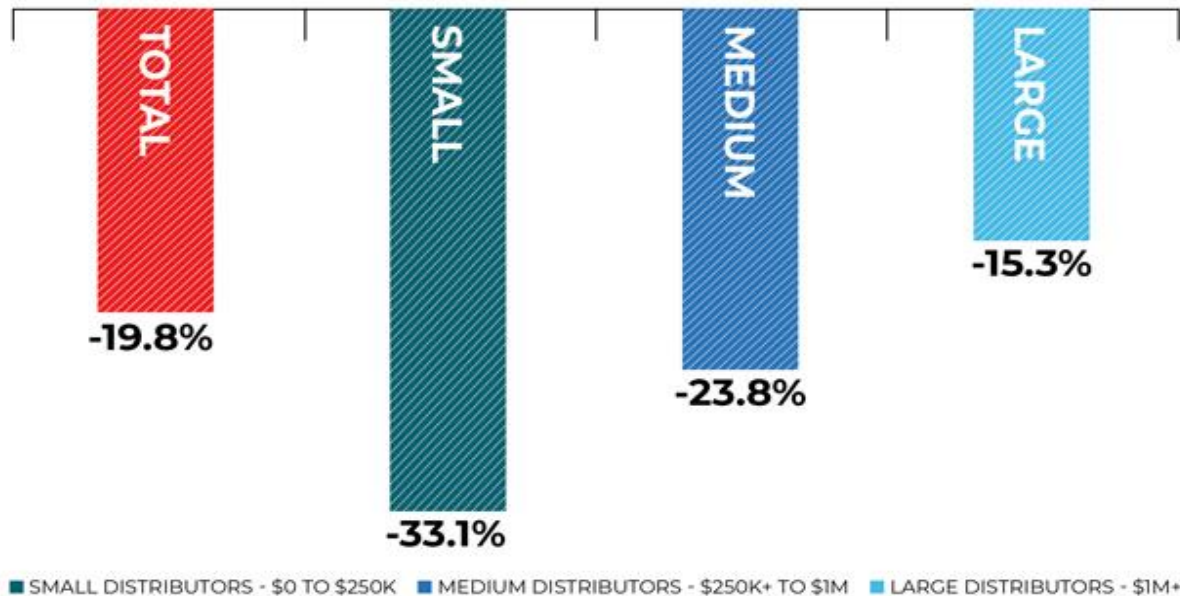
2020 Sales



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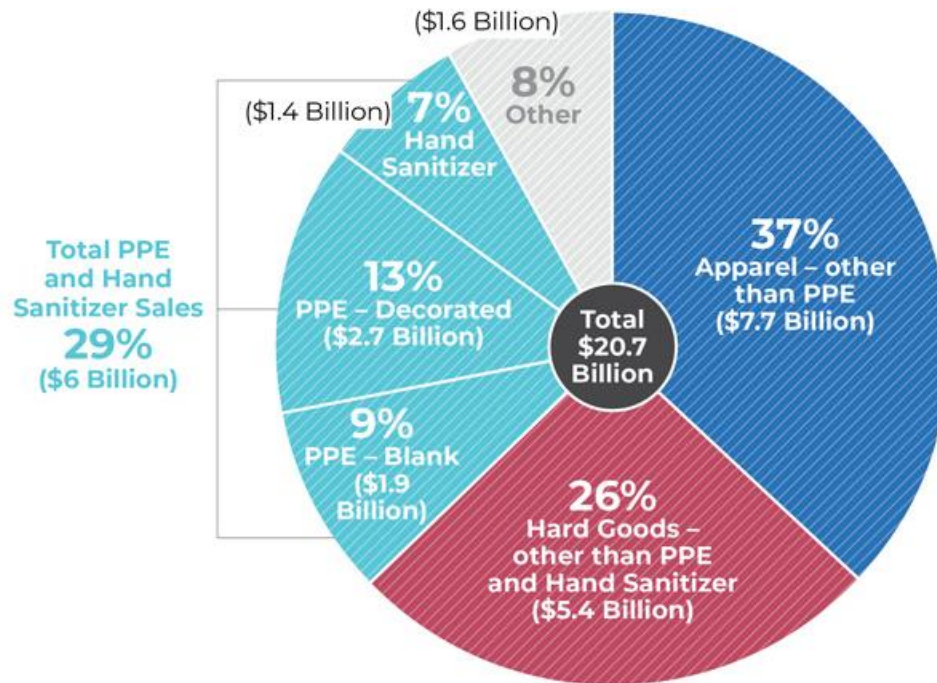
2020 Promotional Products Sales Growth



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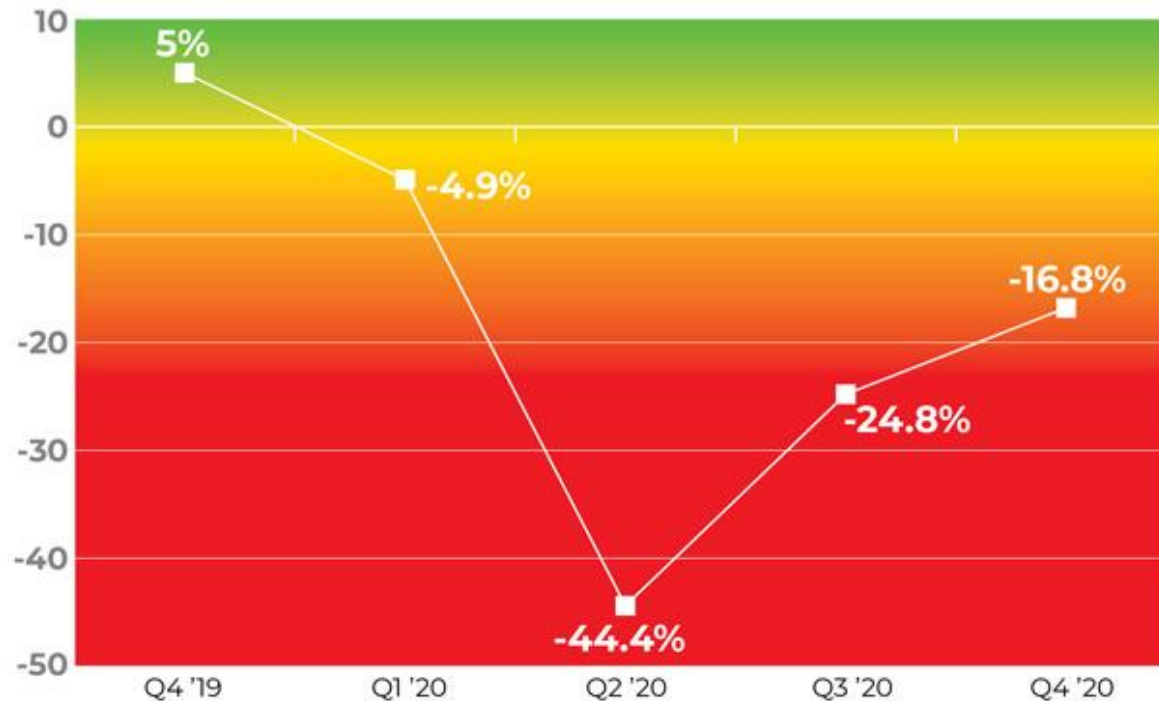
2020 Product Sales



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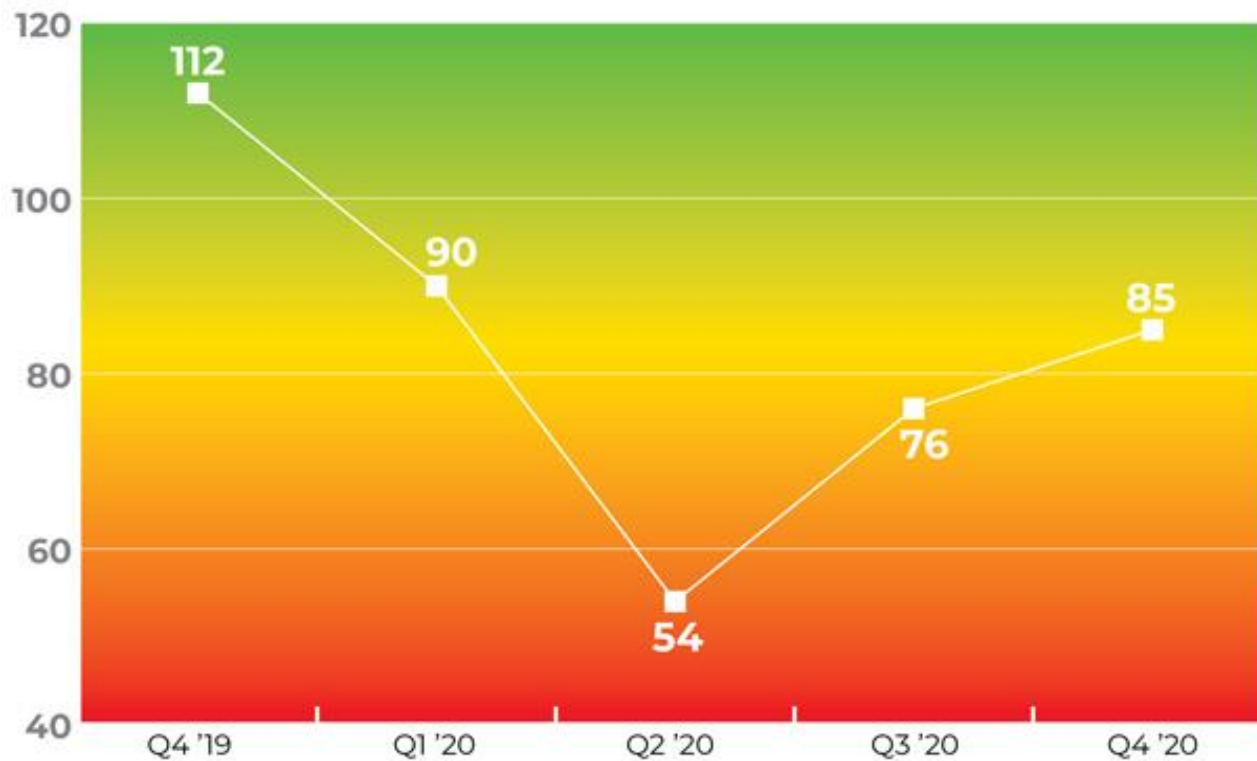
Industry Sales (Year-Over-Year Growth)



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Counselor Confidence Index



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Search Stats



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Top 100 Searches

RANK	PRODUCT	RANK	PRODUCT	RANK	PRODUCT	RANK	PRODUCT	RANK	PRODUCT
1	Masks	21	Signs/Displays	41	Gloves	61	Stress Relievers	81	Sport Bottles
2	Hand Sanitizers	22	Blankets	42	Umbrellas	62	Drawstring Bags	82	Nonwoven Shirts
3	Pens	23	Koozie	43	Reusable Masks	63	Touchless Openers	83	Plastic Bags
4	Bags	24	USB Flash Drives	44	Stainless Tumbler	64	Golf	84	Canvas Tote Bags
5	Tote Bags	25	Neck Gaiters	45	Medical	65	Golf Polo Shirts	85	Games
6	Mugs/Steins	26	Cups	46	Performance Apparel	66	Magnets	86	Wireless Speakers
7	Caps/Hats	27	Boxes	47	Wood	67	Disposable Masks	87	Travel
8	Water Bottles	28	Travel Mugs/Cups	48	Coffee Mugs/Steins	68	Shirts	88	Laptop Sleeves/Cases
9	Keychains	29	Journals	49	Socks	69	Flags	89	Cases
10	Antibacterial Products	30	Kits	50	Memo Pads	70	Lib Balm	90	Fitness
11	Tumblers	31	Awards	51	Drinking Glasses	71	Tablecloth Sets	91	Golf Balls
12	Bottles	32	Ceramic Mugs/Steins	52	Gift Basket Sets	72	Self-Stick Note Pads	92	Battery Chargers/Adaptors
13	Custom Products	33	Pouches	53	Sunglasses	73	Stickers	93	Padfolios
14	Backpacks	34	Thermometers	54	Calendars	74	Covers	94	Flashlights
15	Yeti	35	Ballpoint Pens/Stylus	55	Mouse Pads	75	Gifts	95	Pet Items
16	Lanyards	36	Beverage Sleeves	56	Phone Accessories	76	Wine/Champagne/Liquor	96	Face Shields
17	Coolers	37	Full-Color	57	Coronavirus	77	Towels	97	Vinyl
18	Bandannas	38	Mobile Accessories	58	Power Banks	78	Lapel Pins	98	Bottle Openers
19	T-Shirts	39	Coaster Sets	59	Wine Glasses	79	Leather	99	Banners
20	Jackets	40	Notebooks	60	Promotional	80	Metal	100	Beverages

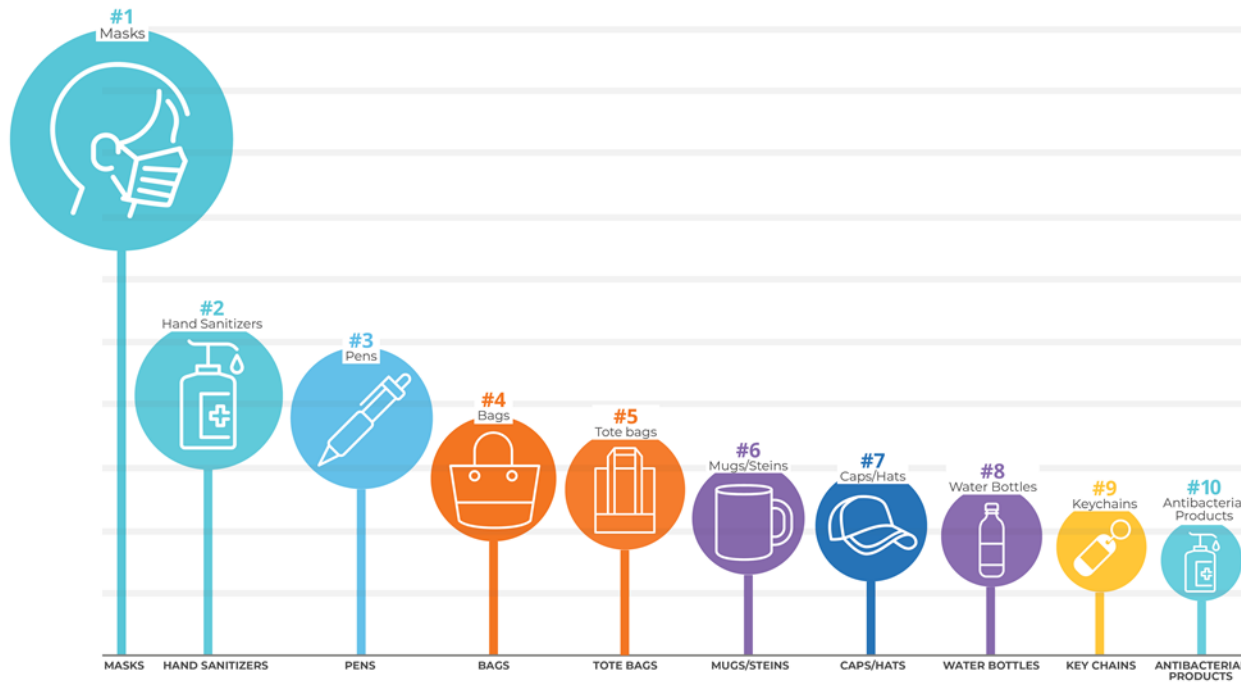


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Top 10 Searches



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CATEGORY SPOTLIGHT

MASKS

4,235
Number of **impressions**
per promo mask over its
anticipated lifetime



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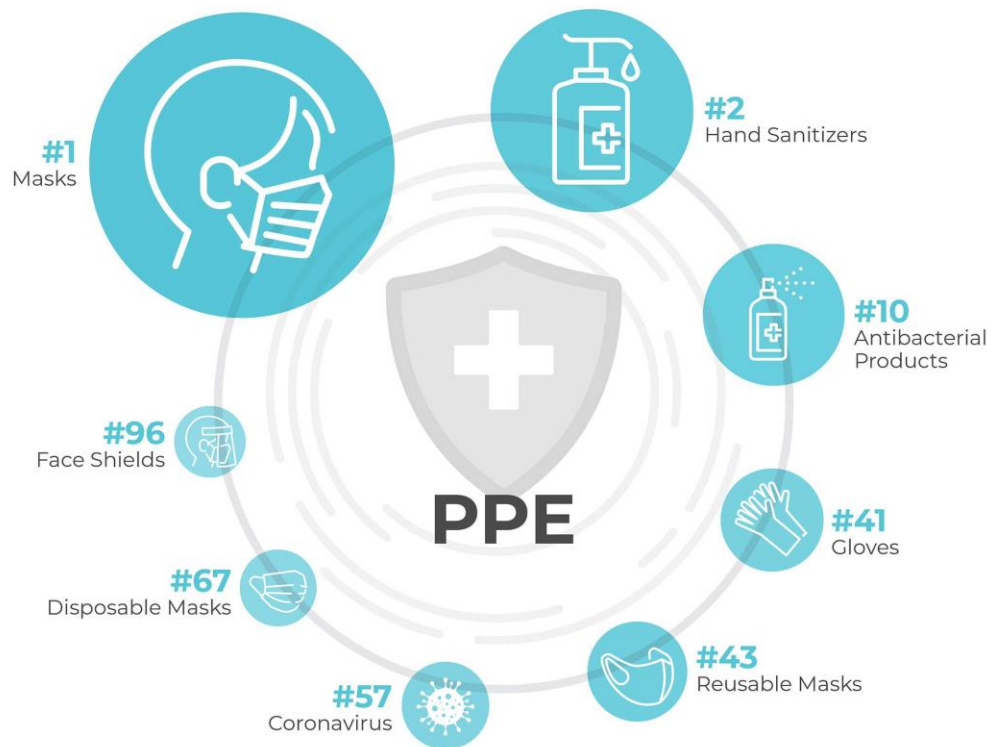
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