

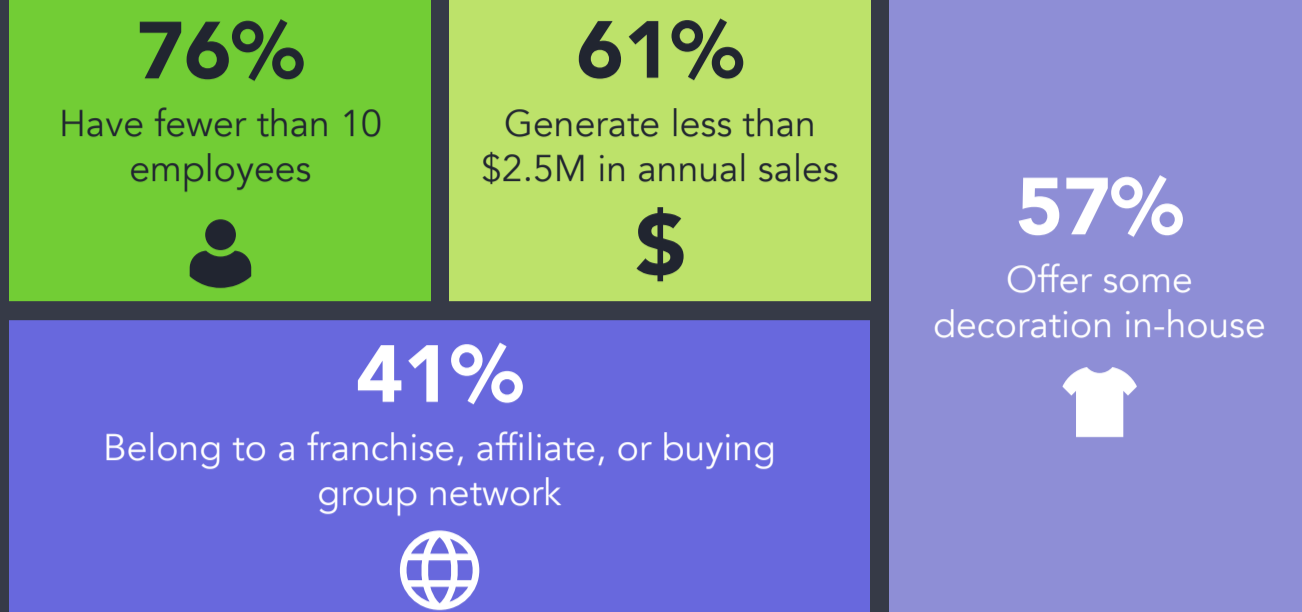
2024 Technology State of the Union



1000+ Promotional Product Distributors, Apparel Decorators, & Team Dealers

In April - June 2023, we surveyed more than 1000 companies that sell branded merchandise to learn about their business and how they use technology.

Market Characteristics



The majority of businesses are small teams. In fact, close to 1/3 of businesses are one-person operations handling every element of their business, from sales to accounting.



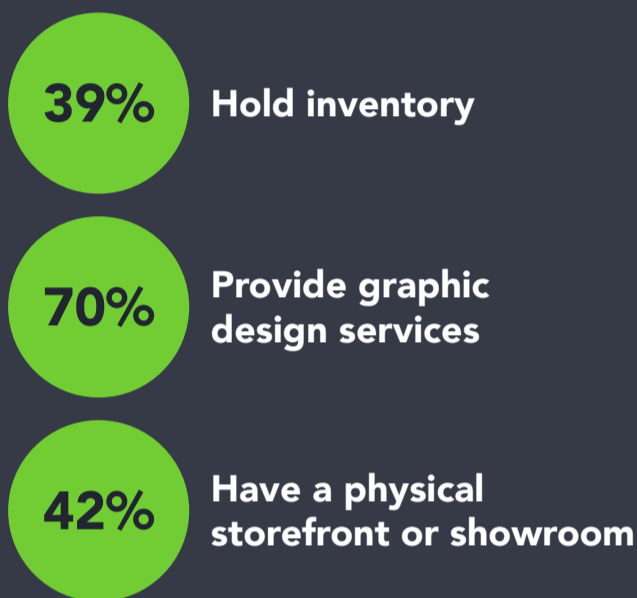
Entrepreneurs and small teams are powering big business in the branded merchandise space.



Nearly 60% of businesses that sell branded merchandise offer some level of in-house decoration, such as embroidery or screen printing, an increase of 6% from 2021. And decoration can be complicated! This makes it extra important for businesses to use tools designed specifically for selling branded merchandise so they can provide the right information to their team and decoration partners to get products to customers quickly.



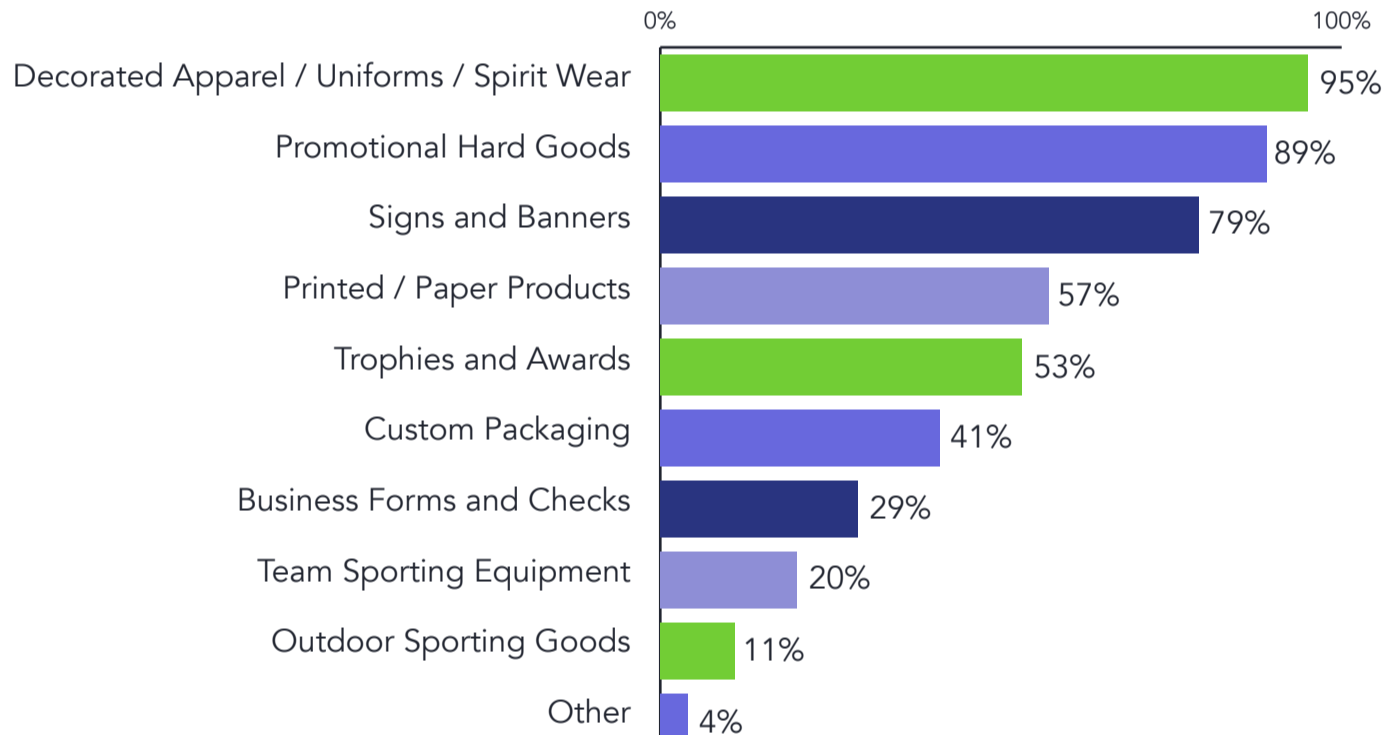
Franchises, affiliate networks, and buying groups have seen an increase in membership since 2021, with 41% of businesses that sell branded merchandise opting to join one of these associations. Key reasons for joining include improved purchasing power, financial support, and additional services businesses can offer their customers.



“
We've always had screen print capabilities, but we've increased our focus on enhancing our decoration capabilities and techniques, and that has definitely helped with our team sales and our corporate sales.
”
-Team Dealer

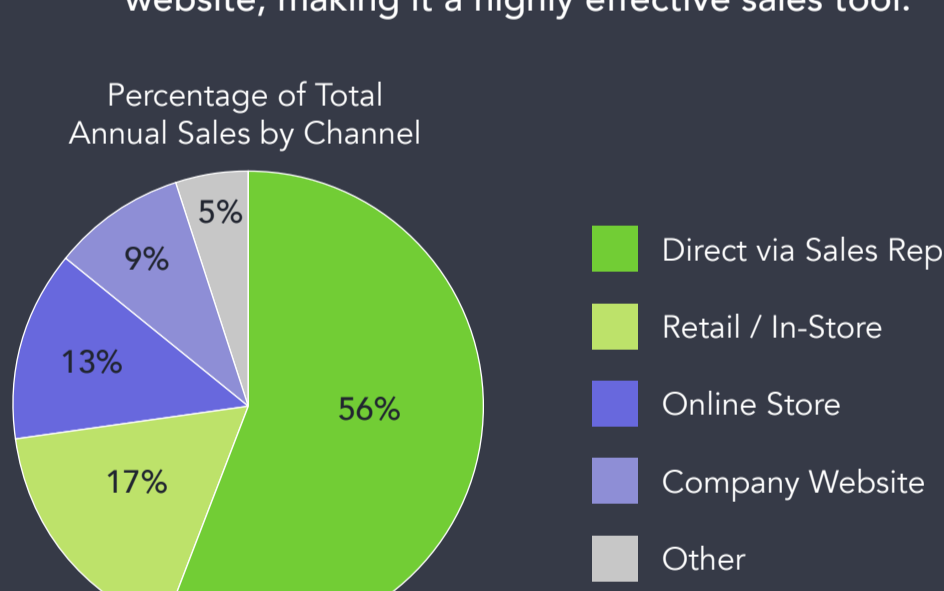
Product Categories

On average, businesses sell 5 types of products to their customers, with apparel and promotional hard goods being the most common.



Sales Channels

In 2023, online stores accounted for 13% of a company's annual sales, up 4% from 2021. Online stores are a growing sales channel for companies that sell branded merchandise and are the only sales channel that saw growth between 2021 and 2023. On average, online stores generate up to 14% higher sales than a company's website, making it a highly effective sales tool.



Online Stores

62%

of Distributors, Decorators, & Dealers Use Online Stores to Sell Branded Merchandise

This is great news because online stores generate up to 14% higher sales than a company's website! Unlike websites that provide a general experience to the masses, online stores are created for a specific group from the branding of the store to the products on the storefront. This creates a highly personalized, retail-like experience for customers, encouraging them to place orders for branded merchandise made specifically for them.

81%

of Distributors, Decorators, & Dealers That Use Online Stores Use an Industry-Specific Solution

Distributors, decorators, and dealers are increasingly opting for technology designed specifically for selling branded merchandise. Industry-specific solutions like OMG online stores provide more unique capabilities required for selling customized products and apparel, including specialized reporting, advanced payment methods like points and redemption codes, as well as fundraising capabilities.

TOP USE CASES FOR ONLINE STORES: Company Swag, Spirit Wear, Employee Uniforms & Supplies

