

CATEGORY SPOTLIGHT

BAGS



73%

of consumers own promotional Bags

Promotional bags are kept an average of

11 months



3,300

Number of **impressions** Promotional Bags generate throughout their lifetime



A bag that costs \$5 will have a CPI of under

2/10 of a cent per impression!



50%

of consumers **are more likely to do business** with the advertiser that gave them the promo bag

84%

of **baby boomers** report owning a promotional bag

