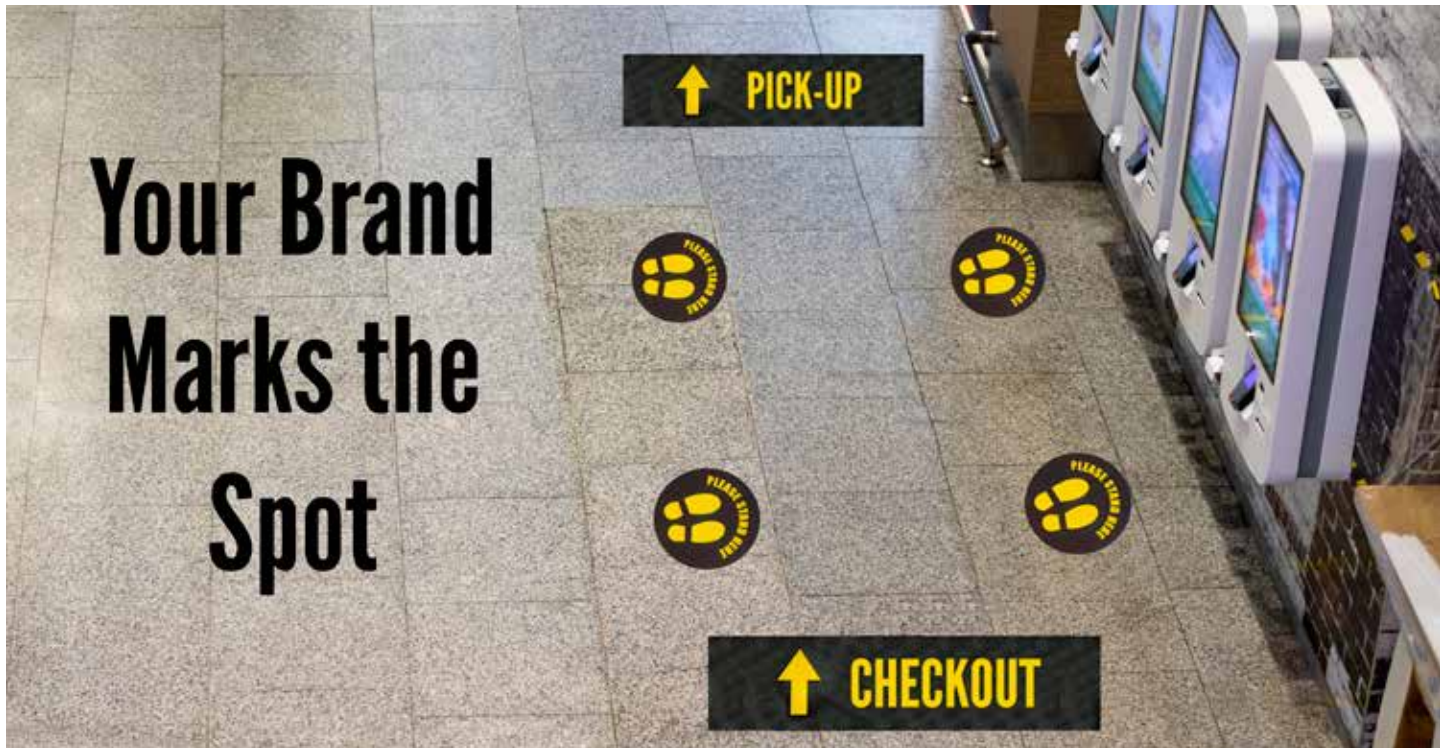


# Custom Mats Pave the Way to Profits







Among thousands of marketing messages bombarding consumers on a daily basis, the challenge of breaking through for meaningful impressions is a daunting and costly task. In a marketplace of endless choices, brand managers are adopting the practice of customer journey mapping. With a data-driven tool for understanding touchpoints from introduction to recognition, familiarity, and insistence, brands can strengthen the customer experience and build lasting loyalty.

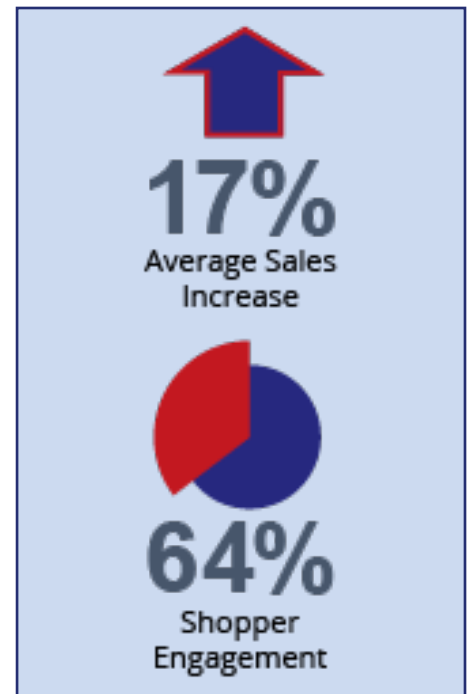
While it may be easy to track digital touchpoints in the form of hits, clicks, and likes, the digital picture may not be a complete one. A 2019 survey conducted by The Harris Poll showed consumers still choose to shop in physical stores for ease, immediacy, and experience.<sup>1</sup> Even in the post-2020 world, people are using in-store pickup and self-checkout services more than ever. Research by McKinsey & Company indicated that 24% of consumers had started or increased use of in-store pickup options, and 60% planned to continue after the pandemic subsides. Similarly, 16% started or increased use of self-checkout in store, and 79% planned to continue.<sup>2</sup> In short, consumers crave connection, and that includes the kind that doesn't happen over Wi-Fi.

How do you step away from the crowd? Use the floor! Custom floor mats and graphics are particularly suited for carving a path on the customers' journey. Eye-catching graphics at the floor level can literally lead the way to the sale.



## Make an Impression

- At an average CPM of \$0.11- \$.023, branded floor mats are among the most cost effective advertising methods, according to research by the Outdoor Advertising Association of America.
- Data from the Center for Advanced Retail and Technology show that retail products promoted with floor mats saw sales increase 17% on average.<sup>3</sup>
- One study from the Point of Purchase Advertising Institute reveal that 64% of shoppers stopped and engaged with floor graphics.<sup>3</sup> (You won't match that number with click-through rates!)



## A Promotional Product That Pulls Double Duty

Floor graphics proved a key component of pandemic response for essential businesses to communicate safety guidelines to customers, proving the floor's value as a versatile and effective messaging medium. Considering that 73% of consumers are still hesitant to resume regular activities outside the home, the need for safety messaging remains high.<sup>2</sup> Every business with a door needs a floor mat, and every floor mat is an opportunity to enhance the customers' journey. For instance:

- Branded Entrance Mats make a great first impression by welcoming customers, and they help maintain a clean business environment by reducing tracking of dirt and debris. These are well-suited for insurance agents and Realtors (or any business owner wanting to put the best foot forward!)
- Ever stood in a crowded restaurant lobby on a Friday night? Anti-Fatigue Mats might just keep hungry patrons from walking off the waiting list. These are also ideal for increasing comfort and boosting productivity among employees whose jobs keep them on their feet for long stretches of time.
- Considering that 5 out of 6 Americans admitted to impulse buying<sup>4</sup>—and a whopping 97% of consumers reporting that they've backed out of a purchase because it was inconvenient to them<sup>5</sup>—it's no secret that the point-of-sale is sensitive to countless pressures and variables. POP and Display Mats act as indoor billboards in retail spaces, drawing customers in with bold logos and crisp, photo-quality image reproduction.

For bonus points, consider too that custom floor mats can improve workplace safety by reducing slip-and-fall accidents, and that purchasing 10 3'x5' floor mats yields an average yearly savings of \$1,280 over the cost of rented mats.<sup>6 7</sup> Combined with recent advancements in the printing technology and materials used in the manufacturing process, the appeal of branding with beautiful custom floor mats continues to grow.

## Ready to Plot a Course? We Can Help.

At PromoMatting, we've been trailblazing floor-based advertising since 1992. Our dedication to quality products and excellent service, paired with a knowledge base of over one hundred years combined experience, are the reasons promotional product distributors, ad agencies, and marketing consultants partner with us to help clients grow their brands and connect with consumers. Operating out of two manufacturing facilities in North Georgia, we are proud to offer products that are made in the USA.

Ready to explore an overlooked opportunity to lead clients to greater brand awareness and increased sales? Investing in top quality, multi-functional custom mats effectively turns the floor into a billboard, and our team can help you select the right product for your clients' industry and goals.

## POISED FOR EXPANSION

- TechNavio forecasts that the entrance floor mat market will grow by almost \$640 million from 2020 to 2024.<sup>8</sup>
- According to the same report, the industrial floor mat market is expected to grow by over \$806 million during the forecast period.<sup>9</sup>
- 37% of the growth in the industrial floor mats segment is expected to originate in the North America region.<sup>9</sup>

Contact us for a free consultation today!

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