



## FOOTWEAR SALES SNAPSHOT



carhartt.



**MERRELL®**





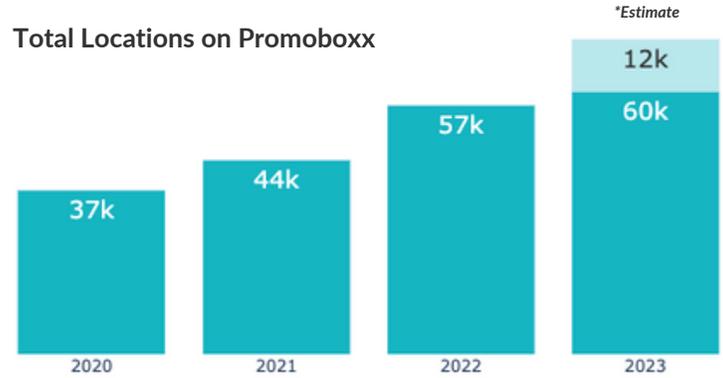
## WHAT WE CAN DO FOR YOU

- Connect you to a network of thousands of retailers
- Provide retailers with access to your brand approved content
- Show you how you stack up against your peers
- Send your most important retailers paid ad funds
- See which retailers are sharing your campaigns

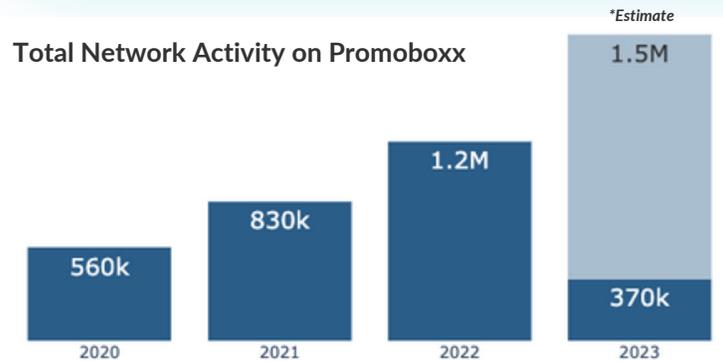
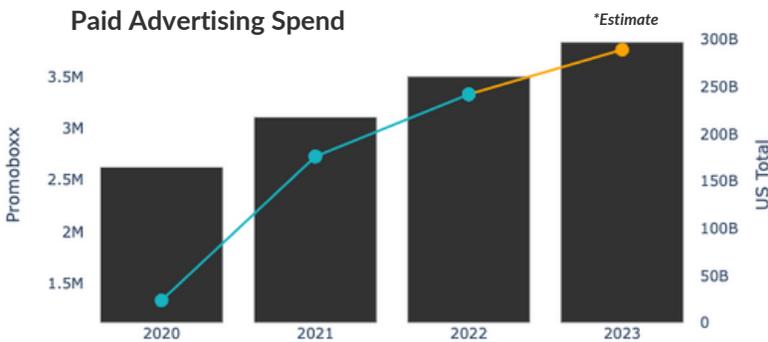
US digital ad spending hit a record **\$239.89 billion** in 2022.

This is a 13.6 percent increase from 2021, during which expenditure totaled \$211.20 billion. **By 2025, US ad spending on digital channels is forecasted to surpass the \$300 billion mark**, accounting for more than 75% of all media spending.

Between 2020–2025, the digital ad market will have **grown at an average rate of 16% annually**, essentially more than doubling (2x) its worth over this time period.



*"Promoboxx is awesome! As a small biz owner, it is overwhelming to try to wear all the hats and Promoboxx makes it super easy to program super attractive marketing that reaches your followers. Awesome way to stay in touch with our customers!"*  
- Retailer / Aug 2022



Promoboxx works with **7 businesses in the Footwear vertical**, which generates \$470 billion in annual revenue across **4,315 Promoboxx registered retailers**. On average, US Footwear firms declined -11.00% in the latest reporting period (2022).

A designer of lifestyle and performance footwear began working with Promoboxx in 2020. Their investment in digital marketing with Promoboxx helped push their annual sales figure above their peer average to 28.00%, 39.00% above the average competitor in their vertical.

On average across all verticals, **Promoboxx helps companies outperform their competitors by 11%**.

