

2025 PPAI 100: Distributor Business Fundamentals Survey

(untitled)

1. Who is taking this survey? *

First and Last
Name

Title

Company Name

Company PPAI
#

Email Address

2. I certify that all answers I provide are accurate and truthful to the best of my knowledge. *

Yes

3. If you are not the **contact** for the PPAI 100, please provide the contact details of the person who is.

Name

Title

Email Address

(untitled)

4. What was your company's **worldwide billed revenue in promotional products** for **2024** in \$USD?

*If your company has acquired or merged with another at the time of taking this survey, please include total billed revenue of **all CURRENT properties** for 2024.*

Note: If you do not answer, PPAI will estimate a billed revenue figure for your company. An underestimation may result in a lower ranking.

(Optional)

5. Will you provide documentation to show the validity of your answer on Question 4? Please upload here. Approved validating documentation will result in a scoring bonus.

PPAI pledges secure document handling.

Browse...

6. What was your company's **worldwide billed revenue in promotional products** for **2021** in \$USD?

*If your company has acquired or merged with another since 2021, please only include the **total billed revenue for the parent company as it was constituted at the end of 2021.***

Note: If you do not answer, PPAI will estimate a billed revenue figure for your company. An underestimation may result in a lower ranking.

(Optional)

7. Will you provide documentation to show the validity of your answer on Question 7? Please upload here. Approved validating documentation will result in a scoring bonus.

PPAI pledges secure document handling.

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8. What is the **turnover percentage** for your office staff in 2024?

Turnover percentage

%

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information

9. Please list any workplace culture awards your firm accumulated in 2022, 2023 and 2024 (such as PPAI Greatest Companies To Work For, or equivalent honors related to employee happiness in your local area, etc.).

For Publication Purposes | Non-Scoring

10. What business or cultural successes or developments have been most impactful to your firm since the beginning of 2024?

(untitled)

11. Roughly what percentage of your company's **billed revenue** for 2024 came from **new clients** who had not purchased with you before Jan. 1, 2024? If you do not have the information available, please offer an estimate.

% of revenue from new clients in
2024

%

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information

12. What was your company's **gross profit margin percentage** in 2024?

Gross profit margin

%

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information

13. What was your company's **total order count** (not including samples) in **2024**?

Total order
count

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information

14. What was your company's **average order** size for 2024 (excluding company store-related single item orders)?

Average order
size

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information

15. What percentage of your company's **revenue** came from your **top three (3) clients** in 2024?

% of top 3 clients
revenue

%

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information

16. What percentage of your company's **revenue** came from your **top 10% of individual sales reps** in 2024 (if you have less than 10 sales reps, what percentage of total sales did your highest earner account for)?

% of Top 3 clients
revenue

%

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information

17. What was your company's average number of **full-time sales reps** at any given time in 2024?

Average number of full-time sales
reps

Only Choose 1 option if you ARE NOT
sharing.

- I do not have the information
- I do not wish to share the information

18. What was your company's average number of **full-time customer service reps** at any given time in 2024?

Average number of full-time customer service
reps

Only Choose 1 option if you ARE NOT
sharing.

- I do not have the information
- I do not wish to share the information

19. What was your company's average number of **full-time finance staff personnel** at any given time in 2024?

Average full-time finance
personel

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information

20. What was your company's **net freight profit or loss** in 2024?

Net freight profit or
loss

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information

21. What was your company's **average days to payment** for customers in 2024?

Average days to
payment

Only Choose 1 option if you ARE NOT sharing.

- I do not have the information
- I do not wish to share the information