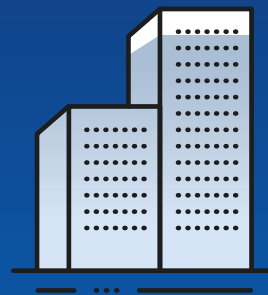


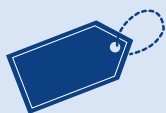
**TOTAL
INDUSTRY**
\$176 Billion
 Estimated non-cash
 incentive spend in 2022



84%
 of Companies with
 \$1M+ revenues that
 have at least one
 non-cash incentive
 program



92%
 of Companies with
 \$5M+ revenues that
 have at least one
 non-cash incentive
 program



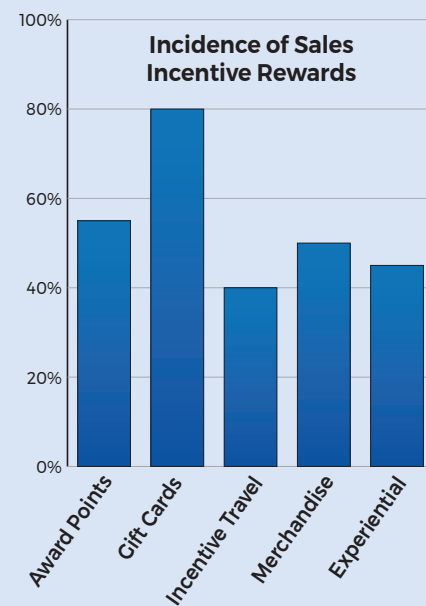
SALES INCENTIVES



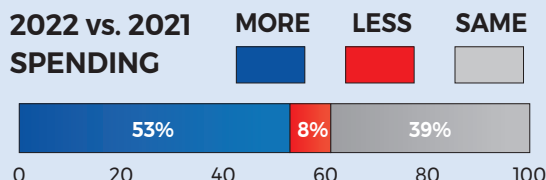
55%
 of total companies
 of \$1M+ sales have
 a non-cash sales
 incentive program



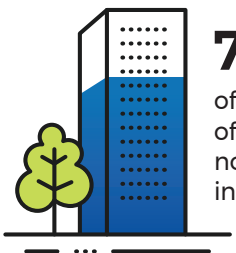
65%
 of companies with at
 least one non-cash
 incentive program have
 a sales incentive program



\$52,321,474,286
 Total sales incentive spend



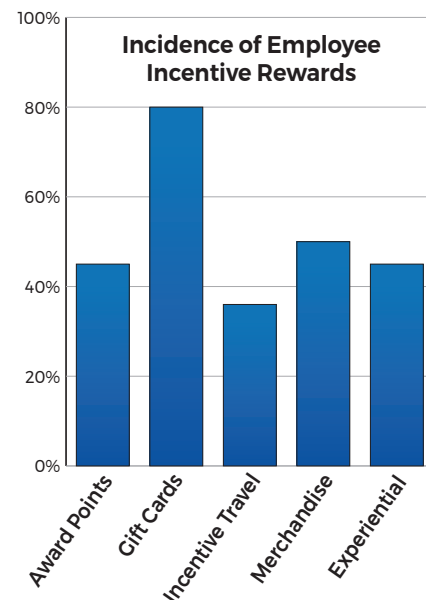
EMPLOYEE INCENTIVES



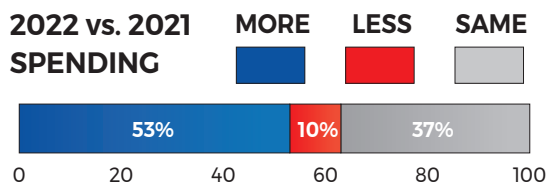
70%
 of total companies
 of \$1M+ sales have a
 non-cash employee
 incentive program



83%
 of companies with at least
 one non-cash
 incentive program have an
 employee incentive program

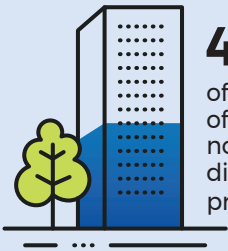


\$40,314,491,196
 Total employee incentive
 spend





CHANNEL/DISTRIBUTOR INCENTIVES



48%

of total companies
of \$1M+ sales have a
non-cash channel/
distributor incentive
program



57%

of companies with at
least one non-cash
incentive program have
a channel/distributor
incentive program

\$24,173,806,765

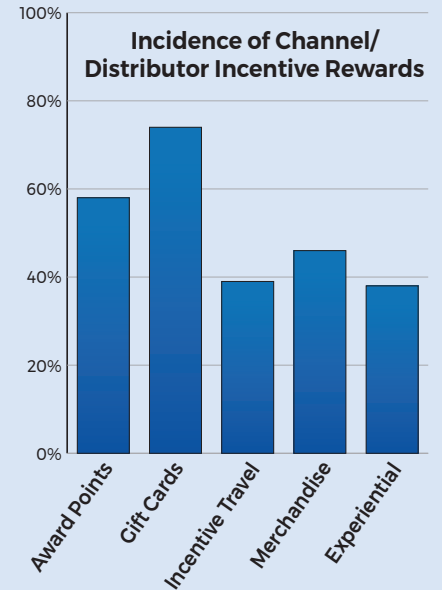
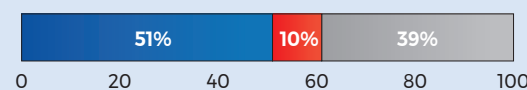
Total channel/distributor
incentive spend

**2022 vs. 2021
SPENDING**

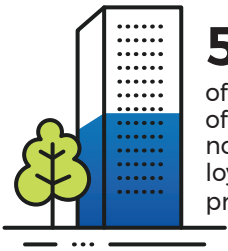
MORE

LESS

SAME



CUSTOMER LOYALTY INCENTIVES



55%

of total companies
of \$1M+ sales have a
non-cash customer
loyalty incentive
program



66%

of companies with at
least one non-cash
incentive program have
a customer loyalty
incentive program

\$31,886,027,344

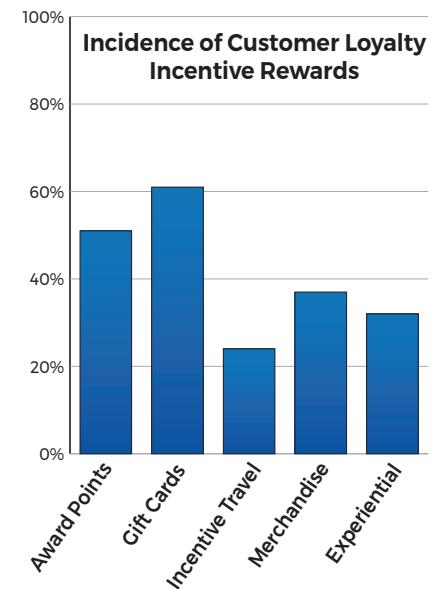
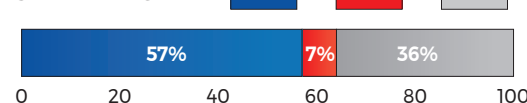
Total customer loyalty
incentive spend

**2022 vs. 2021
SPENDING**

MORE

LESS

SAME



CLIENT GIFTS



75%

of total companies
of \$1M+ sales
provide non-cash
client gifts

\$27,466,539,900

Total spend on client gifts

