

Promo Direct Express Gets AI Update For Enhanced Shopping Experiences

Enhancing AI capabilities for a seamless shopping experience, precise recommendations, expedited delivery, and big savings on shipping costs.

HENDERSON, NEVADA, UNITED STATES, February 8, 2024 /EINPresswire.com/ -- [Promo Direct](#) – the leading [promotional products](#) store in the USA – has given an update to its revolutionary [Promo Direct Express](#) service. Launched in 2018, this service was already equipped with AI capabilities that helped customers locate products from factories closest to them, providing savings on delivery costs and shipping time.



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From Dave Sarro, Promo Direct's CEO: "Promo Direct is on a transformative journey, and we are committed to innovation through the enhancement of AI capabilities for our services. By embracing advanced technologies, we aim to stay at the forefront of industry trends, ensuring efficiency in meeting the evolving needs of our customers. I'm confident Promo Direct Express will continue to provide industry-best savings for our customers."

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Building on existing AI capabilities, the new update promises an even more streamlined and cost-effective experience”

Dave Sarro

Building on existing AI capabilities, the new update promises an even more streamlined and cost-effective experience. The algorithms help analyze customer

behavior at a deeper level, allowing Promo Direct to offer more precise product recommendations. The customer is then provided with expedited delivery options and substantial savings on shipping costs.

The service offers a selection from a network of factories across the country and imprinting facilities carefully chosen by Promo Direct. Visitors to 'promodirect.com' must scroll down and

choose a product category. Upon selecting the category, they can enter the ship-to zip code to initiate a search. Promo Direct will display products with a transit time of 1 to 3 days, allowing shoppers to choose their preferred transit time from the facility closest to them. Reduced transit times result in quicker product delivery and lower shipping costs for the customer.

About Promo Direct

Introduction

Headquartered in Henderson, Nevada, Promo Direct #1 Promotional Product Store in the USA. Dedicated to enhancing businesses' brand presence, the company maintains a diverse inventory comprising nearly ten thousand promotional items. From branded apparel and tech gadgets to eco- friendly giveaways and essential office items, Promo Direct offers a wide range of choices. With a mission to empower businesses in reaching their marketing objectives, Promo Direct specializes in impactful and personalized products. The company is unwaveringly committed to innovation and upholds ethical business practices in all its endeavors.

History

Founded in 1991 by entrepreneur Dave Sarro, Promo Direct has been dedicated to assisting organizations in enhancing brand visibility and boosting sales through promotional products. From its humble beginnings, the company has achieved remarkable milestones, transforming from a small startup into a well-established industry leader. Under Dave's guidance, Promo Direct consistently leads the industry by introducing innovative solutions year after year.

A pioneer in embracing technology, Promo Direct stands as one of the early adopters of Artificial Intelligence (AI) features in both its website and backend technology system. With a focus on personalization and an enhanced shopping experience, these innovative AI features revolutionize the way customers interact with the online store.

Consistent Customer-focus & Success

With over 5000 reviews, Promo Direct boasts an impressive 4.8 Trustpilot rating. Customers enjoy complimentary artwork and design services, weekly deals, and a generous 20% sitewide discount. The innovative Promo Direct Express feature enables customers to source products from nearby factories, resulting in savings on shipping time and delivery costs. Serving a broad spectrum of businesses, Promo Direct caters to both small enterprises and notable industry leaders, including Fortune 500 giants.

Recognition & Awards

Promo Direct has garnered numerous accolades, securing the esteemed PPAI Technology Award for the best eCommerce website in 2016. Additionally, it holds the prestigious title of the #1 Promotional Product Store for three consecutive years according to TopTenReviews.com. Notably, the company was honored with the "It's Good To Be On Top" Southern Nevada Business Award in 2019, a recognition hosted by Nevada Business Magazine.

Corporate Accreditations:

A+ Rating, Better Business Bureau (BBB)

Member of Promotional Products Association International (PPAI)

Member of Advertising Specialty Institute (ASI)

Member of Direct Marketing Association (DMA)

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