



Your strategic guide to account-based experience (ABX) and gifting

Deliver moments that matter



Intro

B2B buyers are hit with over **120 emails daily**, making it harder than ever for marketing and sales teams to break through the noise. This creates two key challenges: first, standing out from both competitors and your own previous campaigns, and second, overcoming digital fatigue to deliver moments that matter.

Enter **Account-Based Experience (ABX)**—the next evolution of ABM. Like customer experience transformed service industries, ABX focuses on delivering personalized, emotionally resonant interactions across the entire buyer journey. It shifts engagement from transactional to relational, empowering sales and marketing to collaborate on exceptional, data-driven experiences.

One standout strategy in **ABX is strategic gifting**. Adding a tangible, personal touch that cuts through digital clutter and creates lasting impressions. In fact, **84% of marketers say personalized gifts and direct mail deliver the highest ROI of any channel**, making gifting an essential strategy for building deeper connections.

Keep reading to find out why gifting is a strategic element of ABX, how it fits into various stages of the journey, and get inspired by real-world examples of gifting campaigns.

ABX gifting impact in numbers:

447%

increase in opportunities
generated

165%

boost in won
business

28%

rise in digital channel
engagement

Data collected from
[Reachdesk customers.](#)

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From ABM to ABX: A shift in strategy

While ABM has long been the go-to strategy for engaging high-value accounts, ABX takes inspiration from B2C giants like Apple and Netflix, who have mastered the art of anticipating customer needs and creating deeply personalized experiences. In B2B, competing on price or features alone leads to a zero-sum game—buyers are more likely to respond to companies that offer emotional, memorable experiences that reflect their unique needs.

ABX enables sales, marketing, and customer success teams to work together to deliver consistent, engaging touchpoints across the entire customer journey. It's a methodology that allows brands to **build lasting relationships** by focusing not just on what they sell, but on **how they make customers feel**.



The role of gifting in ABX: Creating emotional connections

Gifting is a key differentiator in your ABX strategy. It's not just a nice gesture—it's a way to create memorable emotional connections that go beyond what digital outreach can achieve. Personalized gifts and direct mail have been shown to boost digital engagement by **28%**, helping your message stand out and resonate in a crowded space. In ABX, where every touchpoint is carefully crafted to connect with prospects on a deeper level, gifting becomes an essential tool for breaking through, nurturing leads, and accelerating deals.

Still not convinced? The data speaks for itself—gifting in ABX delivers real ROI and business results. It's not just a feel-good tactic; it's a proven strategy that drives real business outcomes. Here's how gifting makes an impact:



Shortening the sales cycle:

Companies incorporating gifting into their ABX strategy see up to **600%** increase in response rates, reducing friction in the sales process.



Boosting engagement:

Gifting boosts engagement with digital channels by **28%**, making it a powerful complement to online strategies.



Strengthening relationships:

Businesses experience a **47%** increase in customer loyalty after implementing a gifting program, leading to more advocates and enhanced upsell opportunities.

In short, gifting not only opens doors but creates lasting impressions that drive results throughout the entire ABX journey.

Why experience is the differentiator

Your biggest differentiator in a crowded B2B space is the **experience you deliver**. ABX takes advantage of this by delivering moments that resonate emotionally with your audience. It's about moving from simply being another vendor to being a trusted partner that buyers turn to again and again. Personalized gifting is a key driver in this shift, allowing brands to **build emotional connections** that help them stand out from competitors who may offer similar products or services.



Key components of an ABX strategy that uses gifting

Now that you know why ABX is crucial for building strong relationships, let's explore how incorporating gifting into your strategy can drive success.

1. Mapping gifting across the ABX Journey

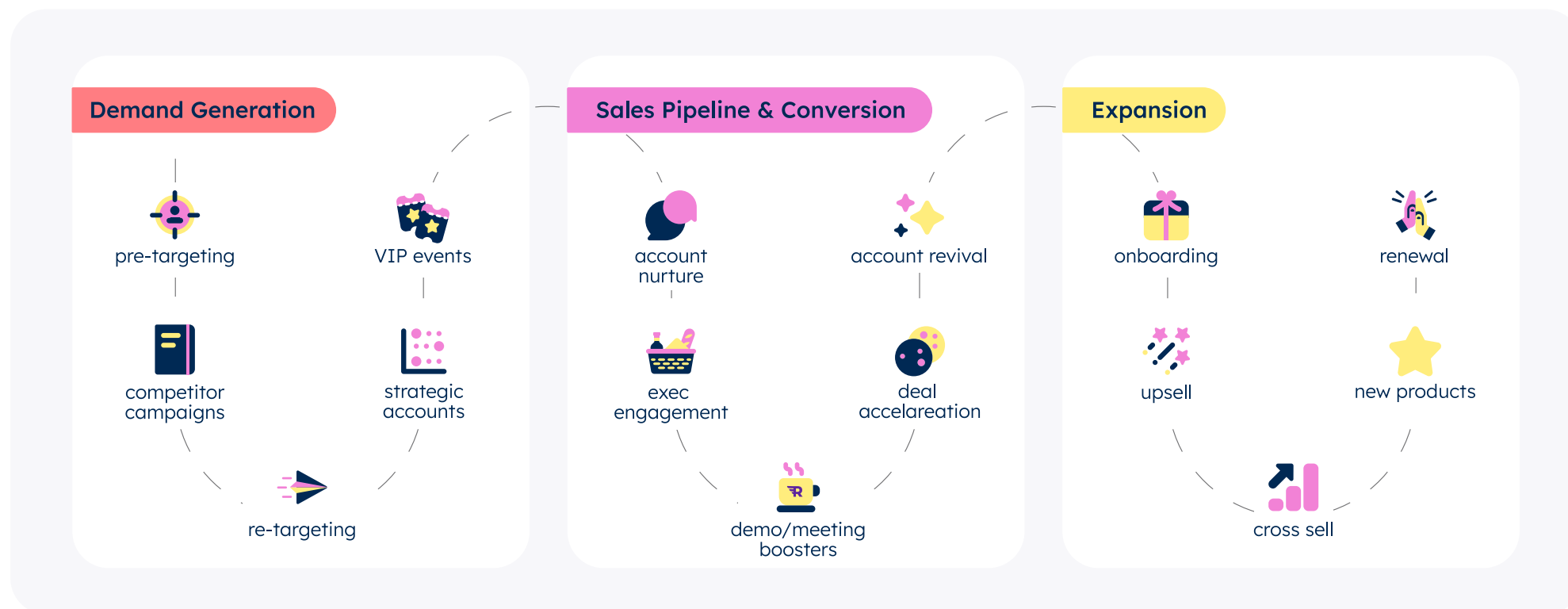
At **Reachdesk**, we prioritize intelligent, data-driven decisions—and we bet you do too. To succeed in ABX, it's crucial to understand your ideal customer's journey. A well-timed gift can rekindle old leads or nudge prospects along the sales pipeline, helping you reduce customer drop-off rates.

While drop-offs are inevitable, analyzing their causes is key to improving your retention. Use existing data to customize your approach, aligning with ABX best practices.

Strategic gifting can be seamlessly integrated at every stage of the ABX journey, boosting engagement and conversions while creating memorable experiences. Turn to next page to see how gifting elevates each phase.



How to use gifting for ABM



Demand Generation:

At the top of the funnel, your goal is to grab attention and make a strong first impression. A thoughtful gift delivered with a personalized note can help break through the noise. For example, sending a coffee bundle with the note, “Let’s brew something great together” can set the tone for a productive relationship.



Sales Pipeline:

Once a prospect is in the pipeline, gifting can help nurture the relationship. Wellness kits, productivity bundles, or items aligned with their interests can keep prospects engaged, showing that you care about their well-being beyond the sale. A note like, “Take a break while we handle the details” can deepen trust during ongoing conversations.



Conversion:

When it’s time to close the deal, gifting helps overcome objections and deal blockers. High-end, personalized gifts like custom gift boxes with a note such as “Here’s a little something to say thanks for considering us” can create a final nudge toward sealing the deal.



Account Expansion:

Even after the sale, gifting continues to play a vital role. Celebrating customer milestones with personalized gifts, such as an anniversary package with the note, “Here’s to many more great years together”, can help reinforce long-term loyalty and turn customers into advocates.

2. Personalization is key

Whether it's gifting or content, personalization is the cornerstone of ABX. Every touchpoint should feel tailored to the individual recipient. Before engaging with any prospect, ask yourself:

- ✓ **What will surprise and delight this person?**
- ✓ **Why is this gift or content relevant right now?**
- ✓ **Will this interaction move the conversation forward?**

By asking these questions, you ensure that your outreach is relevant, thoughtful, timely, and impactful—standing out in a sea of generic, impersonal messaging.



3. Integrate value-added content

Gifting isn't limited to physical items. Offering personalized content—such as insightful resources, industry reports, or exclusive webinars—can provide immense value, particularly at pivotal conversion points. According to the Demand Gen Report, **62%** of buyers value relevant content. This approach positions your brand as a trusted resource, fostering long-term relationships.

💡 Top tip

Transform content dissemination into a gifting ABX strategy to boost brand engagement. Cognism partnered with Reachdesk to turn their book launch into an exclusive VIP experience, resulting in **4,000 unique physical book requests** and over **3,000 visitors to their online hub**—by offering only 100 physical copies.



[Read the case study](#)



Real-world examples of gifting campaigns in ABX

Are you looking for inspiration on how to maximize your gifting strategy for Account-Based Experience (ABX) campaigns? You've come to the right place! In this section, we outline effective gifting plays at different stages of ABX campaigns, along with real-world examples so you can see the power of thoughtful, timely gifting in action.



Initial outreach

Unique and thoughtful gifts can serve as excellent icebreakers, making it easier to engage with potential clients and set a friendly tone for future interactions in your initial outreach. By choosing gifts that align with your brand's personality, you can create memorable experiences that pave the way for deeper conversations.

Play 1:

Open doors with custom hot sauce

To kick off your outreach, consider sending a unique gift like custom hot sauce. It's not just about the product itself; it's a conversation starter that can spark interest and intrigue. Imagine sending the hot sauce with a personalized note saying, "*Light a fire under your XYZ...*" This playful messaging piques curiosity and sets the tone for a friendly conversation.



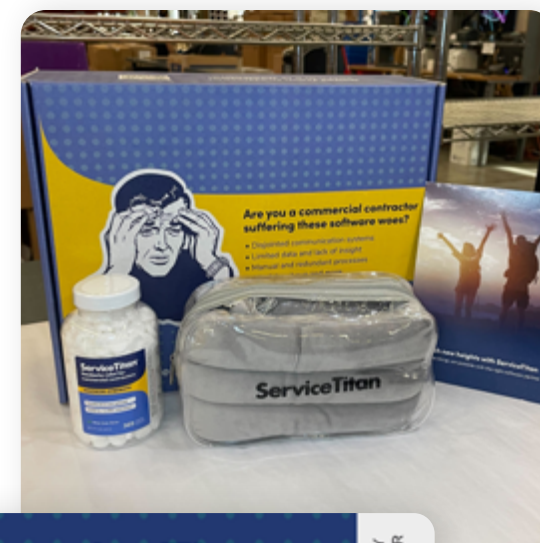
Initial outreach

Play 2:

Take over the competition by addressing your prospects' pain point

Want to launch a successful takeover campaign? To outshine the competition, you need to directly address the challenges your prospects are facing. Take a cue from ServiceTitan, that did just that by targeting commercial prospects with a clever mailer that included a custom pill bottle filled with mints, resembling headache medicine, paired with a neck and shoulder pad.

This eye-catching bundle positioned ServiceTitan as a one-stop shop to eliminate “headaches” from juggling multiple tech stacks. The result? A remarkable **99.8% redemption rate** and multiple new opportunities created, by working with **Reachdesk**.



Mid-funnel nurturing

In this stage, it's essential to keep prospects engaged and interested in your offerings. Thoughtful gifts can serve as gentle reminders of your brand while encouraging deeper connections. By leveraging gifts that evoke positive emotions and spark conversations, you can enhance relationships and guide prospects closer to a decision.

Play 3:

Keep engagement alive with branded Jenga

As you nurture your leads, consider gifts that maintain engagement, such as branded Jenga sets. These playful gifts can serve as a reminder of your brand while keeping the conversation going. You could follow up with a message like, “*Don’t let XYZ come tumbling down!*”. This strategy keeps your prospects connected with your brand during the decision-making process and can significantly boost engagement.



Mid-funnel nurturing

Play 4:

Accelerate engagement with luxury gifts

Incorporate thoughtful, bespoke, high-end gifts to re-engage contacts while promoting your partnerships. Take note from SentinelOne, who re-energized key accounts by sending an Aston Martin LEGO set, followed by a remote-control car, cleverly aligning with their F1 partnership. This creative approach sparked excitement, secured meetings, and drove **\$1.1 million in pipeline**—demonstrating how luxury gifts paired with storytelling can keep prospects engaged and conversations active.



Closing deals

During the closing phase, making a lasting impression is crucial as you work to finalize agreements. Thoughtful gifts can reinforce relationships and demonstrate your appreciation for your prospects' time and consideration. By choosing memorable and personalized gifts, you can create a positive final touch that may sway decision-makers and help seal the deal.

Play 5:

Seal the deal with customized cornhole game sets

As you near the finish line, a standout gift like a customized cornhole game set can leave a memorable mark. Picture sending this fun surprise along with a note of appreciation for their time and consideration. It's a playful way to reinforce your commitment to building a relationship. ServiceTitan did just that, sending custom cornhole sets to engage enterprise prospects they'd struggled to reach. This clever campaign not only sparked meetings but also made them proud partners with **Reachdesk**, calling it **"one of the best decisions"** they ever made.



Closing deals

Play 6:

Show appreciation with personalized thank you gifts

As you finalize deals, sending personalized thank-you gifts can make a lasting impact. Consider pairing a heartfelt note with a custom strawberry Sugarfina bundle to sweeten the relationship. One company crafted a playful message, saying, “*You’re the pick of the patch! Your partnership has been as sweet as strawberries, and we’re so grateful to have you. Let’s keep the momentum going—how about we catch up next week to move the conversation forward?*” This thoughtful, pun-filled gesture not only shows appreciation but also reinforces the connection for future collaboration.



Post-sale advocacy

Once the deal is closed, it's time to nurture the relationship and encourage loyalty. Celebrating milestones and expressing gratitude strengthens your bond, increasing the likelihood of referrals and brand advocacy. Thoughtful gifting at this stage acknowledges your customers' achievements and lays the groundwork for future collaboration and growth.

Play 7:

Celebrate with milestone gifts

Celebrate milestones and boost loyalty with personalized gifts that reflect your client's journey with your brand. Mark their anniversary or New Year with a festive bundle and a message like: *"Hooray! We're popping the cork on a fantastic year together—cheers to more milestones ahead!"*. This thoughtful gesture shows appreciation, strengthens relationships, and builds lasting loyalty.

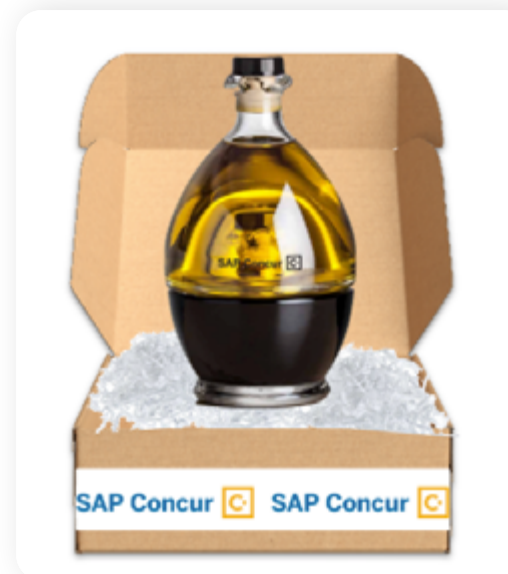


Post-sale advocacy

Play 8:

Encourage referrals and cross-sells with luxury treats

Elevate your nurturing strategy by incorporating gourmet treats or coffee kits. Thoughtful gifts like these resonate with decision-makers, adding a personal touch to your interactions. For instance, SAP Concur, sent a personalized olive oil and balsamic vinegar set, emphasizing “*the perfect add-on,*” followed by a coffee kit that included a mug and coffee packets, showcasing “*the perfect pair.*” These simple yet meaningful gestures made recipients feel valued and encouraged them to continue discussions, ultimately strengthening the relationship.



Best practices for gifting in ABX

You already know gifting is a powerful way to engage key accounts in your ABX strategy. Here's a quick breakdown of the best practices for implementing gifting to ensure success:

1. Timing is key

Send gifts at crucial moments in the customer journey, such as after significant meetings, during critical decision-making phases, or as a follow-up thank you. This can enhance rapport and create positive associations with your brand. Consider leveraging data analytics to identify optimal gifting moments based on customer engagement patterns.




2. Scale personalization

Generic gifts won't cut it. Use data and insights to tailor gifts at scale, ensuring they reflect the recipient's role, interests, and previous interactions with your brand. Personalization not only enhances the gifting experience but also deepens connections, aligning with the principles of Account-Based Experience (ABX).

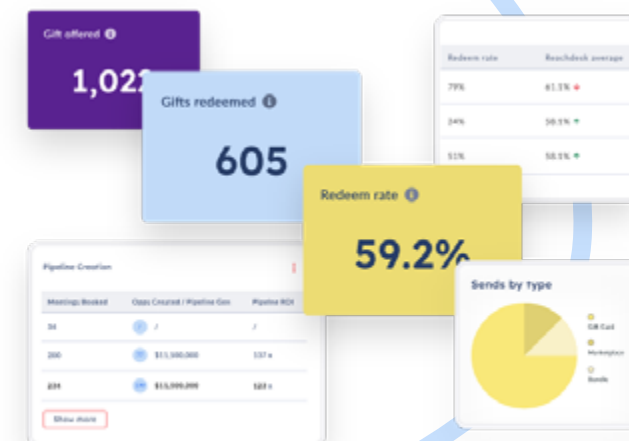
Top tip

Gifting solutions like Reachdesk offer AI-driven personalization to ensure your gifts resonate with campaign goals and recipient details, making every message impactful.

[Try now](#) 

3. Measure impact and ROI

Use comprehensive tracking tools like **Reachdesk** to measure the impact of your gifting strategies. Focus on key metrics such as redemption rates, pipeline influence data and overall ROI. This data-driven approach allows you to refine your gifting initiatives, ensuring they align with broader ABX objectives and respond to shifting market dynamics.



4. Meet customers where they are

Understanding your customers' preferred communication channels is essential in today's multi-channel environment. For instance, the shift towards live chat and social media for B2B interactions reflects the need for rapid responses and personalized engagement. Adapt your gifting strategies to meet customers on their preferred platforms, enhancing convenience and accessibility.

5. Stay agile and responsive

The B2B buying cycle has lengthened, necessitating a more agile approach to ABX. Continuously assess and iterate your gifting strategies based on customer feedback and market trends. Being responsive to changes will not only improve retention but also position your brand favorably against competitors.



6. Build relationships across the organization

When a contact within a company changes roles, take the opportunity to foster a relationship with the new stakeholder while keeping communication open with your existing contact in their new position. This is a prime moment to showcase your adaptability and commitment to the partnership. Tailor your gifting strategy to align with the new contact's needs and preferences, ensuring that your approach reflects your understanding of their business. By doing so, you reinforce your dedication to supporting their goals and establishing a lasting connection.

7. Emphasize sustainable practices

Consider integrating sustainable gifting options into your strategy. Eco-friendly gifts not only resonate with socially responsible buyers but also align with a growing expectation for corporate sustainability. This approach can differentiate your brand and foster positive brand perception.



ABX dos and don'ts

Now that you're an expert in ABX and gifting, let's quickly recap the key dos and don'ts for launching a successful ABX strategy.

Dos

- ✓ **Prioritize Customer Experience:**
Center your strategy around delivering exceptional experiences for your customers and prospects.
- ✓ **Understand Your Audience:**
Continuously learn about your prospects and customers at every stage of their journey to tailor your approach.
- ✓ **Create Hyper-Personalized Touchpoints:**
Leverage insights about your audience to craft customized interactions that resonate.
- ✓ **Incorporate Physical Touchpoints:**
Use strategic moments in the customer journey to insert physical gifts or gestures that surprise and delight recipients.
- ✓ **Embrace Creativity:**
Experiment with new ideas and innovative approaches to keep your strategy fresh and engaging.
- ✓ **Use Data:**
Continuously analyze data to refine and optimize your strategy for better results.

Don'ts

- ✗ **Neglect Business Goals:**
Always align your efforts with your business objectives and the needs of your prospects and customers.
- ✗ **Assume One-Size-Fits-All:**
Don't expect strategies that worked for others to resonate with your specific audience.
- ✗ **Send Generic Communications:**
Center your strategy around delivering exceptional experiences for your customers and prospects.
- ✗ **Limit Yourself to Digital Touchpoints:**
Diversify your approach by incorporating physical gifts and experiences.
- ✗ **Treat Gifts as Transactions:**
Don't send physical gifts solely as one-off campaigns or with the expectation of a return.
- ✗ **Base Decisions on Assumptions:**
Ground your strategy in research and data rather than assumptions.

Gifting as a strategic ABX tool

We know that according to McKinsey & Company, over half of B2B buyers are ready to walk away from a deal if they don't receive a B2C-like experience. As the gap between business and direct-to-consumer marketing narrows, gaining a competitive edge hinges on adapting successful strategies. ABX is poised to become the standard, especially as we navigate the evolving landscape of the “new normal”. Now is the time to enhance your business processes to stay ahead.

Gifting has transformed from a “nice-to-have” to a strategic component of effective ABX campaigns. By incorporating thoughtful, personalized gifts throughout the customer journey, you can forge stronger relationships, accelerate deals, and create memorable experiences.

Learn more about ABX gifting:

[How to create a corporate gifting strategy that delivers ROI: The complete guide](#)

[The Direct Mail Powered ABM Guide](#)

[10 metrics to measure the success of your gifting strategy](#)



We'd love to hear from you

Ready to elevate your ABX strategy? [Reach out to Reachdesk's team today](#) to learn how we can help you personalize, scale, and track your gifting campaigns for maximum ROI. Together, we can deliver moments that matter.

For help and support, and if you have any questions, get in touch with us at hello@reachdesk.com

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