Reachdesk **6sense**

Where buyer intelligence meets meaningful connections

$1.4M+ in MRR

29 opportunities from 40 gifts

reachdesk.com

It's time to light up the dark funnel

The modern B2B buyer's journey is shrouded in secrecy. A staggering **50%** of a buyer's 11-month research process happens in a "Dark Funnel," where they're actively engaging with content, comparing solutions, and forming opinions: all without ever interacting with your brand directly.

This invisible activity is the silent killer of traditional marketing and sales strategies. It's why marketing campaigns miss the mark, and sales teams waste up to **67%** of their time chasing unqualified leads.

This is the chasm that 6sense x Reachdesk bridge. We don't just illuminate the invisible; we transform these elusive signals into high-impact moments of human connection.

This is more than a technology stack; it's a strategic shift. We're moving from a world of reactive, lead-centric processes to a proactive, account-centric model that builds pipeline, accelerates deals, and fosters lasting customer relationships.

The predictive intelligence engine that reveals who's in-market, what they care about, and the precise moment to engage.

The global engagement platform that converts these insights into real-world connections with thoughtful, timely, and personalized gifts & swag.

Contents Page

Reachdesk 6sense   Where buyer intelligence meets meaningful connections

6sense x Reachdesk: The power of integrated outreach

Today's GTM challenge: The data-to-action gap

Revenue teams are drowning in data but starving for insights. The average buyer engages with **10 to 15 pieces** of content before speaking to a vendor. By the time they fill out a form, their shortlist is often already decided. This leads to a trifecta of business problems:

Marketing: Struggles to attribute ROI and is stuck with low-converting, top-of-funnel campaigns.

Sales: Spends countless hours on cold outreach, leading to burnout and low win rates.

Customer Success: Reacts to churn signals after the damage is done, instead of proactively nurturing accounts.

The solution: 6sense x Reachdesk turn intelligence into ROI

6sense and Reachdesk give GTM teams a unified engine to spot buying signals early and turn them into measurable revenue moments.

Illuminate the dark funnel: 6sense analyzes 500B+ data points to surface in-market accounts, driving a 454% ROI.

Trigger memorable moments instantly: Intent signals flow into your CRM and trigger Reachdesk to send personalized gifts that deliver 85% open rates, 20x higher CTR, and 56% conversions.

Unify revenue teams: Sales, marketing, and CS teams align around the same account intelligence and gifting strategy, leading to 75% higher pipeline conversion and 40% more closed-won deals.

Intelligence plus engagement is not just a better workflow, it is a new revenue muscle that maximizes every dollar of sales and marketing spend.

Amplifying marketing: From signals to scalable ABM and demand gen engagement

Why modern marketing needs more than leads

Today's buyers are in control, meaning that the old playbook of "more leads = more revenue" is broken. Marketers are under constant pressure to prove ROI, but leads are a vanity metric if they don't convert.

The future is account-based, and it requires intelligence-driven engagement to scale. This is where the power of 6sense and Reachdesk truly shines for both ABM and Demand Generation.

$1.1M		38.7X	44%
pipeline generated from direct mail		**ROI**	**redemption rate**

"Before we partnered with Reachdesk, it was a lot more difficult to be creative with our gifting campaigns. The extent to which we could reach out to our target account list was more limited."

Vivian Yuen, Campaign Manager (ABM), SentinelOne

Read the story

Marketing gifting plays to drive ABM and demand gen

Reachdesk helps marketing teams create impactful campaigns that blend personalization with scale. Paired with 6sense, marketers know which accounts are in-market, what topics they care about, and the right moments to engage. Whether it's a high-touch 1:1 ABM play for a high-value account, a 1:few cluster campaign, or a 1:many demand gen campaign, Reachdesk delivers tailored gifts and experiences that cut through the noise and turn intent into pipeline.

Account Based Marketing (ABM): The 1:1 and 1:Few Approach

1:1 plays for high-value accounts

1. When to use: A Tier 1 account is showing high intent for a competitor's solution.

2. How it works: Use 6sense to identify the key decision-makers. Instead of sending a generic sales email, Reachdesk lets you deliver a highly personalized, high-value gift.

3. Gift ideas: A premium bottle of wine paired with a handwritten note that references a specific pain point.

4. Messaging idea: "Just like a great wine, the right solution only gets better with time. Let's talk about how we can solve [pain point] and make your growth even smoother."

Just like a great wine, the right solution only gets better with time. Let's talk about how we can solve [pain point] and make your growth even smoother.

6sense

5. eGift alternative: $100+ digital gift card to a luxury retailer or spa experience. "We noticed your interest in [topic]. Here's a little something to enjoy while we explore solutions together."

6. Why it works: This high-touch approach cuts through the noise and is ideal for winning enterprise deals.

1:few plays for a cluster of accounts

1. When to use: A group of 10–20 accounts in a specific industry are researching the same problem.

2. How it works: Build a dynamic segment in 6sense and use your CRM and Reachdesk to launch a themed campaign gift.

3. Gift ideas: A branded coffee maker or tumbler with a bag of local roaster coffee.

4. Messaging idea: "Fueling your research into [topic]. Let's connect and talk about how we can accelerate your progress."

Fueling your research into [topic]. Let's connect and talk about how we can accelerate your progress.

Reachdesk

5. Why it works: This approach strikes the balance between personalization and scalability, making it easy to engage clusters of high-potential accounts.

160%
increase in response rate every quarter

"Reachdesk's data is phenomenal. With Insights and tools like ZoomInfo, we can strategically gift to our most engaged prospects."

Sara Boen, Senior Field Marketing Manager at Paycor

Read the story

Demand Generation: The 1:Many Approach

1:many play for demand generation

1. When to use: A large segment of in-market accounts not yet on your target list.

2. How it works: Use 6sense to identify accounts showing buying intent. Then leverage Reachdesk to send low-cost eGifts or physical gifts at scale, turning broad outreach into a targeted, intelligence-driven campaign.

3. Gift ideas: Branded notebooks, a batch of cookies, eGift cards, or small care packages that are easy to personalize and send in volume.

4. Messaging idea: "We noticed your team is exploring [topic]. Here's a little something to make your day easier, let's connect and discuss how we can support your goals."

We noticed your team is exploring [topic]. Here's a little something to make your day easier, let's connect and discuss how we can support your goals.

6sense

5. Why it works: This approach scales your outreach from 1:1 and 1:few to a 1:many model, maintaining relevance while efficiently building pipeline across a wider audience.

268%
increase in marketing's pipeline contribution YoY

"We use ABM and AI-driven campaigns to build intent, guide prospects through the funnel, and move them through key stages."

Joshua White, Senior Manager of Global Growth Marketing at Corporate Visions

Read the story

💡 **See ABM gifting in action: How SentinelOne drove $1.1M in pipeline**

SentinelOne wanted to highlight their partnership with Aston Martin Formula 1 to re-engage a pre-existing list of target accounts.

They launched the campaign in two phases. First, they sent an Aston Martin LEGO set paired with branded stickers and a case study booklet to spark conversations. A few months later, they followed up with a bespoke-packaged Aston Martin remote control car to keep momentum going.

The results spoke for themselves. With 200 LEGO bundles and 200 remote control bundles shipped across the US, Canada, AUS, UK and EU, the campaign drove immediate engagement. The remote control cars nearly sold out on launch day. SentinelOne booked meetings with key accounts and generated **$1.1M in pipeline.**

Turn signals into pipeline: Top 6sense x Reachdesk tools built for marketers

From predictive insights to personalized gifting, these platform features give marketers everything they need to drive impact and scale.

6sense: Knows which accounts will buy (before they engage)	Reachdesk: Turns your campaigns into unforgettable experiences
6sense Predictive Modeling: Proprietary AI analyzes signals like intent, firmographics, and historical data to predict which accounts are most likely to buy. Allowing marketers to focus on campaigns that will have the biggest impact.	**Reachdesk Marketplace:** Access the world's largest curated marketplace packed with thousands of high-quality gifts, sourced and shipped globally, to scale marketing campaigns with a personal touch.
6sense Audience Builder: Create dynamic segments that automatically update as accounts move through the funnel, ensuring campaigns stay relevant and no opportunity is missed.	**Reachdesk eGifts:** Send instant digital vouchers or branded gift cards, letting recipients choose their own gift for higher acceptance and engagement.
6sense Intent Data: Real-time insights from across the web reveal what prospects care about (even before they engage) so marketers can act with precision.	**Reachdesk Global Sending:** Handle worldwide shipping, customs, and compliance seamlessly across 180+ countries, delivering consistent brand experiences across borders.
6sense Advertising: Target accounts with precision across display, social, and search. Dynamic ad creative adapts to intent and stage, maximizing relevance and ROI.	**Reachdesk One-Click CRM Integrations:** Automate gifting campaigns directly from your CRM or MAP, triggering gifts at the perfect moment for maximum impact.
6sense Web Deanonymization: Turn anonymous website traffic into known accounts and buying teams, enabling personalized retargeting that boosts conversions.	**Reachdesk ROI Insights:** Marketers get real-time visibility into engagement, campaign performance, and ROI. Ensuring you can optimize gifting strategies, measure impact on pipeline, and prove the value of every touchpoint.

Scaling sales: Turning signals into meetings and revenue

Why sellers need smarter outreach

The average seller spends less than a third of their time actually selling. The rest is wasted on manual tasks: researching accounts, cold-calling unqualified leads, and guessing when a prospect is ready to talk.

6sense and Reachdesk liberate sellers from this wasted effort, providing them with the intelligence and tools to turn every outreach into a meaningful conversation.

$1.4M of MRR
through meaningful connections with customers

15X
gifting activity

"People were really thoughtful and excited to have a lever to pull that just felt very personal and timely. And that's become the foundation and the ethos that we approach gifting with: it will never be mass blast play."

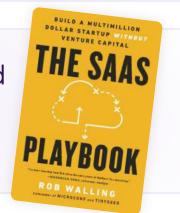**Chris Long, Outbound Marketing Specialist**

Read the story

Sales gifting plays to use across the buyer journey

Reachdesk helps sales teams create meaningful, personalized touchpoints at every stage of the buyer journey. Paired with 6sense, sales reps know which accounts are showing intent, who to target, and the best moments to engage, while Reachdesk delivers gifts and messaging that cut through the noise and accelerate deals.

Book more high-intent meetings during awareness stage

1. When to use: Target accounts that are just starting to explore solutions.

2. How it works: Use 6sense to identify accounts showing early intent signals. Send a thoughtful, relevant gift to spark a conversation and position yourself as a trusted advisor.

3. Gift ideas: A branded industry book + handwritten note.

BUILD A MULTIMILLION DOLLAR STARTUP WITHOUT VENTURE CAPITAL
THE SAAS PLAYBOOK
ROB WALLING

4. Messaging idea: "I noticed your team exploring [topic], thought this book would be helpful. Let's schedule a quick call to discuss how we can support your goals."

I noticed your team exploring [topic], thought this book would be helpful. Let's schedule a quick call to discuss how we can support your goals.

Reachdesk

5. eGift alternative: A Spotify voucher. "Fuel your research with a soundtrack. Can we schedule a quick chat to explore [topic]?"

6. Why it works: 6sense ensures you're targeting the right accounts at the right time, and the gift creates a meaningful opening for conversation.

Beat your competition during the consideration stage

1. When to use: Accounts evaluating competitors but still in the consideration phase.

3. Gift ideas: A premium gift box (e.g., artisanal chocolates, luxury tea set, or curated executive kit) + a tailored evaluation checklist comparing your solution to the competitor.

5. eGift alternative: A high-value Amazon or MasterClass gift card. "Make your decision easier with a little inspiration. Happy to walk you through how our solution can give your team an edge."

2. How it works: 6sense identifies accounts actively researching your competitors. Send a high-value, thoughtful gift via Reachdesk that demonstrates care and positions your solution as the smarter choice.

4. Messaging idea: "While evaluating options, thought this would be useful. Here's how we address [Competitor Name]'s gaps. Let's discuss how we can help your team win."

While evaluating options, thought this would be useful. Here's how we address [Competitor Name]'s gaps. Let's discuss how we can help your team win.

Reachdesk

6. Why it works: 6sense pinpoints accounts actively considering alternatives, and the premium gift reinforces your value, keeps your team top-of-mind, and helps sway the decision in your favor.

Close the deal with a premium, personalized gift

1. When to use: Accounts ready to commit but still need a final nudge.

3. Gift ideas: Personalized premium headphones, a custom bobblehead, or a luxury executive kit + personalized ROI guide.

5. eGift alternative: A fine dining or luxury experience voucher. "A decision this impactful deserves a celebration, let's lock this in and toast to our partnership."

2. How it works: 6sense tracks which accounts are showing strong purchase intent. Use Reachdesk to send a high-value, memorable gift that celebrates the partnership and encourages signing.

4. Messaging idea: "The perfect gift for a perfect partnership. We're excited to finalize next steps and start driving growth together."

The perfect gift for a perfect partnership. We're excited to finalize next steps and start driving growth together.

6sense

6. Why it works: 6sense ensures you're engaging accounts at the peak moment of intent, and the high-value, personalized gift leaves a lasting impression while nudging the deal across the finish line.

See sales gifting in action: How 🌱 sproutsocial grew $1.4M in MRR

A Sprout Social sales rep learned that a prospect was expecting a baby and sent a Sprout Social-branded onesie featuring the company mantra, Always Be Growing.

This thoughtful gesture created an immediate personal connection and built rapport before the sales cycle even began, setting the stage for a successful engagement.

The impact of these types of campaigns was significant. Sprout Social earned **$1.4M in MRR** through meaningful connections with customers, proving that small, personal touches can drive big results.

🎉 **$1.4M** in MRR

Find high-intent accounts and close faster with these standout features

From account prioritization to personalized gifting, these 6sense x Reachdesk tools help sales teams engage the right buyers at the right time and turn outreach into meaningful connections.

6sense: Finds high-intent accounts fast	Reachdesk: Transforms your outreach into meaningful connections
6sense Sales Copilot: Directly integrated with your CRM, email, or sales platform, it delivers real-time account insights, key contacts, and intent signals. Ensuring sellers always know exactly who to engage and what to do next.	**Reachdesk Address Confirmation:** Securely collect mailing addresses with a simple link, and use automated tracking via Slack and email to follow up instantly. Ensuring smooth delivery and no missed prospects.
6sense Predictive Analytics: Combines firmographic, intent, and behavioral data to eliminate guesswork, ensuring sellers spend time on high-conversion opportunities.	**Reachdesk eGifts:** Send instant digital vouchers via email or SMS with automated cadences to drive prospect engagement and meeting bookings.
6sense Account Prioritization: Ranks accounts by fit, intent, and stage, giving sellers a clear daily playbook of who to engage and why.	**Reachdesk AI-Powered Notes:** Automatically generates relevant, human-sounding gift notes using CRM data like intent signals and deal stage.
6sense Company & People Search: Provides key contacts, roles, and info so sellers can engage all decision-makers and prevent deals from stalling.	**Reachdesk Gifting Marketplace & Swag Sourcing:** Access a curated global catalog of branded swag and premium gifts. Reachdesk handles sourcing, customization, and delivery so you can engage prospects effortlessly.
6sense Signalverse + AI: Processes billions of signals with AI to identify buying stages, pain points, and recommend the best outreach strategy.	**Reachdesk Global Sending:** Manage international gifting seamlessly with customs, currency, and shipping handled automatically for a smooth experience.

5837x ROI

"Reachdesk is a great way to make our outreach more customized by adding personalized touches."

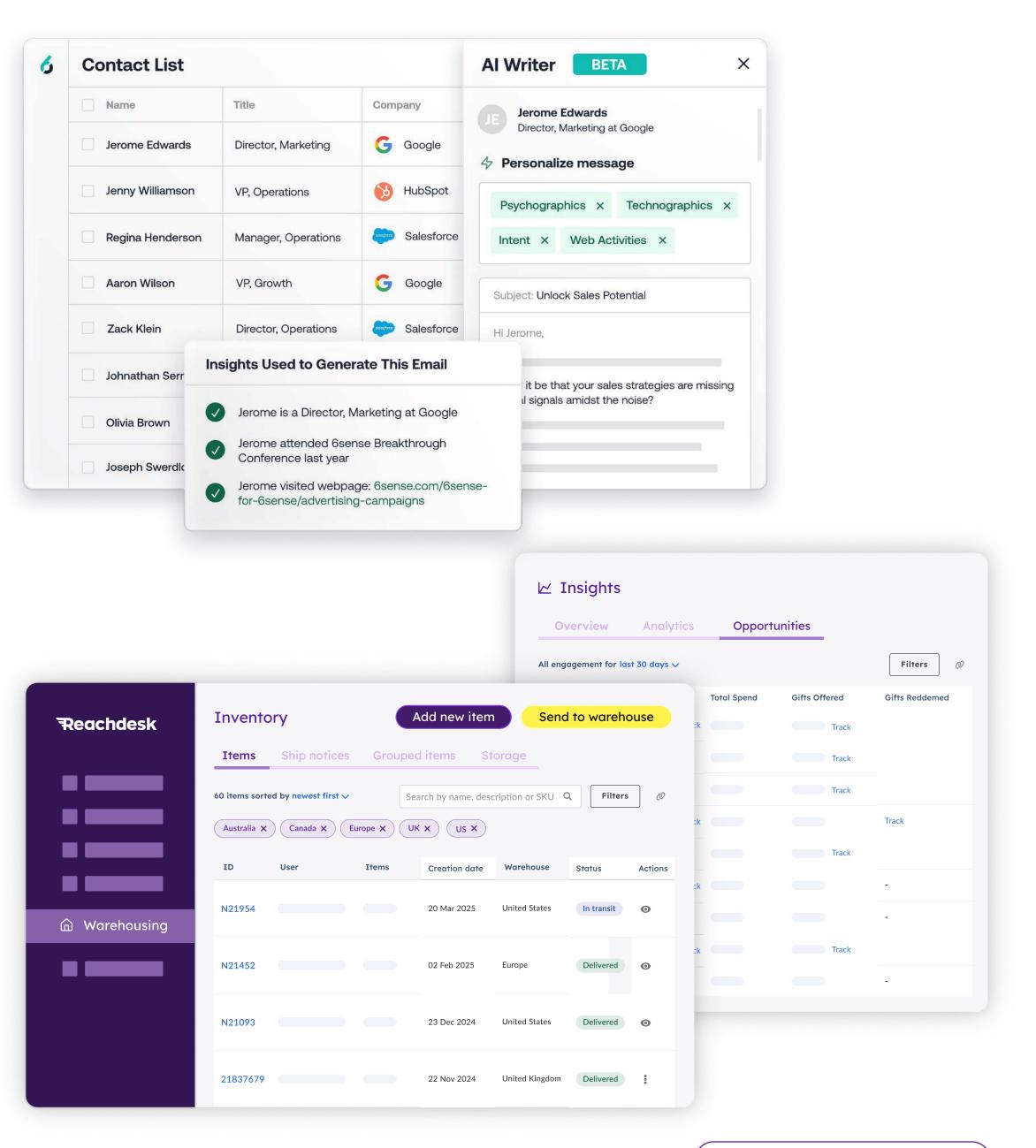**Julie Lafaye, Senior Growth Marketing Specialist, Rapid7**

Read the story

289% Close rates increase

"The beauty of 6sense is that it looks back at where you perform well and then surfaces other accounts that are doing the same behaviors those other accounts were doing when they bought. We leverage 6sense to bubble up who we should be focused on."

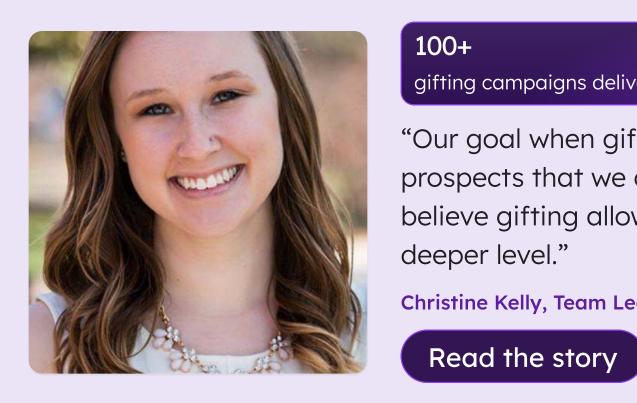**Dustin Deno, SVP of Global Sales at Showpad**

Read the story

Contact List

	Name	Title	Company
☐	Jerome Edwards	Director, Marketing	Google
☐	Jenny Williamson	VP, Operations	HubSpot
☐	Regina Henderson	Manager, Operations	Salesforce
☐	Aaron Wilson	VP, Growth	Google
☐	Zack Klein	Director, Operations	Salesforce
☐	Johnathan Serr		
☐	Olivia Brown		
☐	Joseph Swerdlo		

AI Writer BETA

Jerome Edwards
Director, Marketing at Google

⚡ **Personalize message**

Psychographics ✕   Technographics ✕
Intent ✕   Web Activities ✕

Subject: Unlock Sales Potential

Hi Jerome,

...it be that your sales strategies are missing ...l signals amidst the noise?

Insights Used to Generate This Email

✓ Jerome is a Director, Marketing at Google
✓ Jerome attended 6sense Breakthrough Conference last year
✓ Jerome visited webpage: 6sense.com/6sense-for-6sense/advertising-campaigns

📈 Insights

Overview   Analytics   **Opportunities**

All engagement for last 30 days ⌄   Filters

	Total Spend	Gifts Offered	Gifts Reddemed
			Track
			Track
			Track
			Track
			Track
			Track
			-
			-
			-

Reachdesk

Inventory   Add new item   Send to warehouse

Items   Ship notices   Grouped items   Storage

60 items sorted by newest first ⌄   Search by name, description or SKU 🔍   Filters

Australia ✕   Canada ✕   Europe ✕   UK ✕   US ✕

ID	User	Items	Creation date	Warehouse	Status	Actions
N21954			20 Mar 2025	United States	In transit	👁
N21452			02 Feb 2025	Europe	Delivered	👁
N21093			23 Dec 2024	United States	Delivered	👁
21837679			22 Nov 2024	United Kingdom	Delivered	⋮

🏠 Warehousing

Expanding customer success: Driving brand love, retention, and account growth through customer delights

Why CS needs proactive intelligence

Customer success is often a reactive function, scrambling to save a renewal or address a complaint after it's too late. With 6sense, CS teams can see intent signals that indicate disengagement or upsell opportunities before customers say a word. Reachdesk then makes it simple to proactively nurture, delight, and expand those relationships.

100+

gifting campaigns delivered in two years with Reachdesk

"Our goal when gifting is to show customers and prospects that we care about them as people. I believe gifting allows people to feel that on a deeper level."

Christine Kelly, Team Lead, Marketing Operations, Cvent

Read the story

Customer Success gifting plays to use across the customer journey

With 6sense, Customer Success teams know which accounts are engaged, at risk, or primed for expansion. Reachdesk helps them act on those signals with personalized gifts and messaging that build loyalty, drive retention, and spark advocacy.

Delight customers during onboarding

1. When to use: New customers just starting their journey.

2. How it works: 6sense identifies when accounts have fully activated or completed key onboarding milestones. Use Reachdesk to send a thoughtful, branded gift that reinforces their excitement and your commitment to their success.

3. Gift ideas: Branded welcome kit with a luxury mug, a curated journal, and a personalized onboarding roadmap.

4. Messaging idea: "Welcome aboard! Here's a little toolkit to kickstart your journey with us. Excited to achieve great things together!"

5. eGift alternative: An uber eats or e-learning voucher. "Your success starts here, fuel your knowledge and hit the ground running."

6. Why it works: Combining 6sense insights on onboarding engagement with a memorable gift demonstrates attentiveness and sets the tone for a positive, long-term partnership.

Welcome aboard! Here's a little toolkit to kickstart your journey with us. Excited to achieve great things together!

Reachdesk

Boost retention after a risk signal

1. When to use: Customers showing disengagement or risk signals (e.g., low usage or reduced activity).

3. Gift ideas: Wellness kit with a desk plant, artisanal tea set, or a mindfulness journal.

5. eGift alternative: Meditation or fitness app subscription. "Because smooth renewals start with a clear mind. Let's make sure you're supported every step."

6. Why it works: Targeted insights from 6sense highlight accounts at risk, while creative, thoughtful gifts help re-engage customers in a meaningful way and reduce churn.

2. How it works: 6sense flags accounts with early signs of churn. Reachdesk delivers a thoughtful gift that demonstrates care and encourages a reconnection. Pair with a personalized check-in to show proactive support.

4. Messaging idea: "Here's a little growth and calm for your desk while we ensure your results keep thriving. Let's reconnect and keep momentum going."

Here's a little growth and calm for your desk while we ensure your results keep thriving. Let's reconnect and keep momentum going.

Reachdesk

Drive expansion after an upsell signal

1. When to use: Customers showing interest or potential for upsell/cross-sell opportunities.

3. Gift ideas: Premium collaboration kit: custom whiteboard, smart notebook, and gourmet coffee set; plus a case study of a similar client's success.

5. eGift alternative: Curated team lunch or wine tasting experience. "Fuel your next strategy session, let's explore how to expand your impact."

6. Why it works: 6sense pinpoints which customers are ripe for expansion, and a high-value, creative gift positions your team as a trusted partner invested in their growth.

2. How it works: 6sense identifies accounts interacting with new features, product updates, or expansion content. Reachdesk delivers a gift that inspires collaboration, paired with case studies and resources to spark discussion about next-level opportunities.

4. Messaging idea: "Stronger together. Here's how [Client Name] unlocked new growth. Let's brainstorm ways to elevate your team's success too."

Stronger together. Here's how [client Name] unlocked new growth. Let's brainstorm ways to elevate your team's success too.

6sense

Encourage advocacy (referrals or testimonials)

1. When to use: Customers who have shown strong adoption, success, or engagement.

3. Gift ideas: Premium speaker accessory (high-quality mic or ring light) or a custom engraved plaque and champagne celebrating their partnership.

5. eGift alternative: Personalized donation to a charity of their choice or a luxury experience voucher. "Your advocacy makes a difference. Let's amplify that impact."

2. How it works: 6sense flags top advocates based on engagement and product usage data. Reachdesk sends a meaningful gift that celebrates their support and motivates them to share their story.

4. Messaging idea: "We love sharing the stage with our biggest champions. Thanks for being such a valued partner. Let's keep inspiring others together!"

> we love sharing the stage with our biggest champions. Thanks for being such a valued partner. Let's keep inspiring others together!
>
> 6sense

6. Why it works: 6sense helps identify advocates ready to champion your brand, while a thoughtful, premium gift deepens loyalty and encourages referrals and testimonials.

See customer marketing in action: How **mindtickle** drove engagement and new opportunities

Mindtickle designed a campaign for C-level customers tied to a two-hour product-focused conversation.

To make the experience memorable, they sourced earbuds, a wooden coaster, a collapsible water bottle, tech wipes and a tasty mango snack, all presented in a beautifully curated box.

The results showed the impact of thoughtful gifting. The campaign achieved a **65.6% redemption rate**, created **29 opportunities** and delivered **2 closed-won deals.**

With an order of **40 bundles** shipped across the US, Canada, AUS, UK and EU, the campaign demonstrated how strategic gifting can strengthen customer engagement while driving measurable revenue impact.
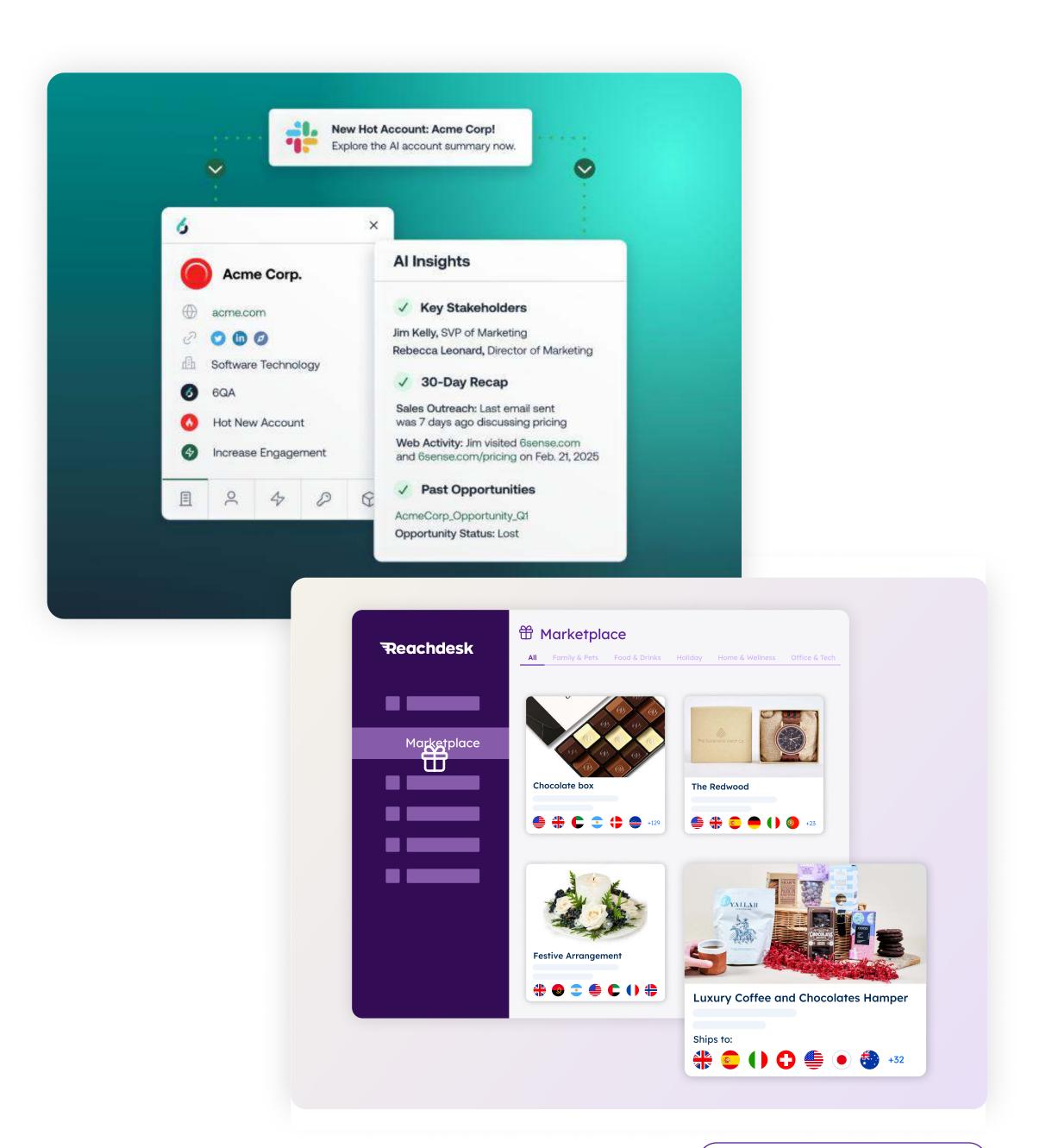
65.6% redemption rate

Strengthen relationships and drive retention with these impactful features

From proactive churn prevention to advocacy and expansion, these 6sense x Reachdesk tools help CS teams deliver personalized, memorable experiences that keep customers happy and loyal.

6sense: Uncovers signals that reveal customer risk or growth potential	Reachdesk: Turns every customer touchpoint into a memorable experience
6sense Customer Intent Monitoring: Spot customer behaviors before they become outcomes. Detect competitive research that signals churn risk or product interest that signals expansion, so CS teams can act proactively, not reactively.	**Reachdesk Merchandise Builder:** Easily create and send branded swag that keeps your company top of mind. Perfect for welcome kits, holiday surprises, and thank-you moments that build loyalty.
6sense Predictive Modeling: Pinpoint upsell and cross-sell opportunities with precision. AI highlights which accounts are most likely to expand based on firmographic and behavioral data, helping CS grow revenue faster.	**Reachdesk Storage & Shipping:** Say goodbye to logistics headaches. Reachdesk stores and ships all your physical gifts and branded swag, handling inventory and fulfillment end to end.
6sense Account Health Signals: Get a real-time pulse on customer health. By blending product usage, login frequency, firmographic, and intent data, CS can spot risk early and prevent churn.	**Reachdesk Global Sending:** Build connections anywhere in the world. Reachdesk ensures seamless gift delivery across borders, keeping relationships strong no matter the location.

Reachdesk x 6sense: Kickstart your integration and accelerate GTM success

This is not a theoretical model; it's a practical, step-by-step guide to get you started and drive results.

1. Integrate

Connect 6sense and Reachdesk to your CRM (Salesforce, HubSpot) and/or Marketing Automation Platform (Marketo, Pardot). This ensures a seamless flow of data and triggers.

2. Define your signals

Go beyond the obvious. Identify intent keywords, competitor terms, and firmographic signals that show an account is in-market. Don't stop at net-new, include Customer Success signals too, such as product usage patterns, expansion intent, or early signs of churn risk. Collaborate with Sales and CS to align on the "triggering" events that matter most for each play.

3. Build your campaigns (a tiered approach)

Tier 1: High-Value ABM (1:1): Create a play for your top 10-20 target accounts. When 6sense signals high intent, have a sales or marketing person send a personalized, high-value gift (e.g., a nice bottle of wine, a tech gadget) with a handwritten note.

Tier 2: Competitive Displacement (1:Few): For accounts researching a competitor, build a simple, automated play. When a 6sense signal for a competitor is detected, automatically send a Reachdesk eGift with a message that highlights your unique value proposition.

Tier 3: Demand Generation (1:Many): For a large segment of in-market accounts that are not yet on a target list, use Reachdesk's eGifts to send a low-cost, high-volume send to encourage meeting bookings.

Tier 4: Customer Welcome & Onboarding: Celebrate new customers with a branded welcome kit or thoughtful gift when they sign. Reinforce excitement at onboarding milestones (e.g., first successful login, training completion) with personalized touches.

Tier 5: Churn Prevention: Use 6sense signals that indicate an account is at risk (e.g., no logins in 30 days, competitor research). Set up Reachdesk triggers to send a supportive "We're here for you" gift paired with CSM outreach.

Tier 6: Customer Advocacy & Expansion: Reward loyal customers and champions. Send gifts for referrals, reviews, or case study participation, and celebrate expansion milestones (e.g., renewals, upsells) to strengthen advocacy and long-term growth.

4. Send thoughtfully

Don't just send a gift; send a message. Match the value and message of the gift to the stage and the recipient. A $10 voucher is great for a meeting booked, but a high-end gift is more appropriate for a high-value prospect at the decision stage.

5. Measure and optimize

Use the insights dashboards in both 6sense and Reachdesk to track the performance of your campaigns. A/B test different gifts, messages, and triggers. Double down on what drives the highest meeting conversion, pipeline, and revenue.
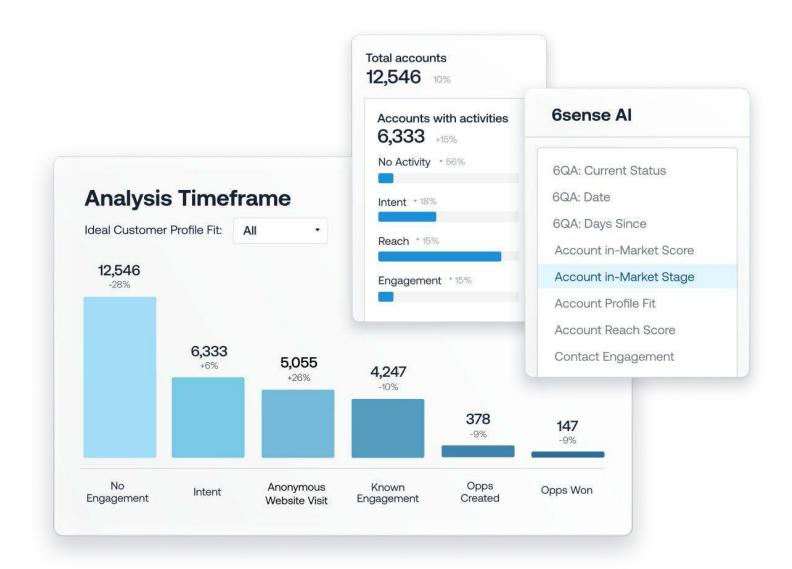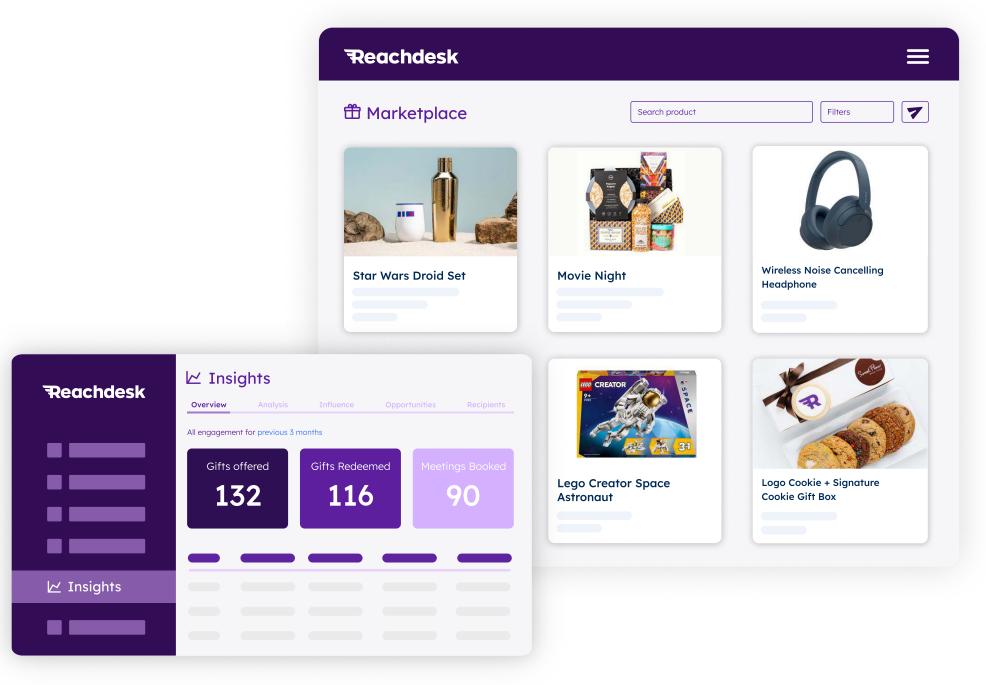
$10M+

in influenced pipeline and $70M+ in progression

From the first conversation, the Reachdesk team felt like an extension of ours. It was never transactional, always creative, collaborative, and responsive. Ensuring that each gift was impactful and aligned with our business goals.

Kaleigh Wright, Demand Generation Specialist at Workhuman

[Read the story]

Measuring success: From activity to impact

The true value of the integration isn't just in sending gifts, but in understanding how those gifts influence outcomes. With **Reachdesk Insights**, fully integrated with 6sense and your CRM (like Salesforce), you can track and optimize gifting performance at every stage of the customer journey. Focus on measuring impact across these areas:

Engagement: Track gift acceptance rates, follow-up actions (e.g., meeting bookings), and content engagement to understand whether your outreach is resonating with the right audiences.

Pipeline: Measure how gifting influences opportunity creation and progression. Look at meeting conversion rates, stage velocity, and sales cycle length to see if gifting is accelerating deals.
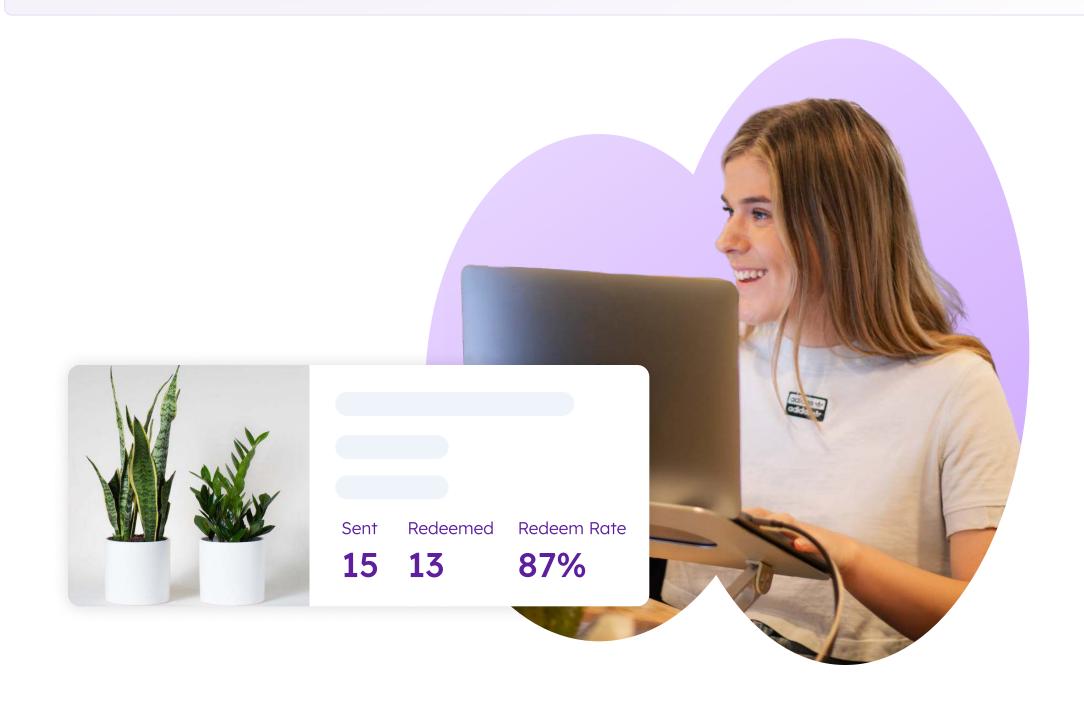
Revenue: Analyze the effect of gifting on close rates, expansion opportunities, and ROI. By tying sends directly to opportunities in Salesforce, you can quantify the revenue impact of your gifting strategy.

Customer Success: Don't stop at net-new. Use 6sense and Reachdesk's Integration with Influitive to measure churn prevention, expansion impact, and advocacy outcomes. For example, track renewal rates or NPS improvements tied to gifting moments.

Team Performance: Review how your Sales and CS teams are using gifting: adoption rates, spend by team or individual, and the consistency of multithreaded outreach across accounts.

Sent	Redeemed	Redeem Rate
15	13	87%

The future of revenue engagement is now

The old way of B2B is dead. Success is no longer about sending more emails, making more dials, or generating more generic leads. It's about being smarter, more human, and more connected.

Our 6sense x Reachdesk integration represents a fundamental shift:

From reactive to predictive: You no longer wait for buyers to raise their hands; you act before they even know they need you.

From generic to personal: You stop blasting the masses and start building connections that actually resonate.

From siloed to unified: Marketing, sales, and customer success are no longer separate functions; they are one unified revenue team, working from the same intelligence playbook.

With 6sense revealing the invisible signals and Reachdesk converting them into unforgettable moments, you don't just chase pipeline: **you create it.**

The choice is simple: **keep guessing, or start connecting.**

Reachdesk 6sense *Where buyer intelligence meets meaningful connections*

Reachdesk

Finally, insights you can act on

Ready to see how 6sense and Reachdesk can empower your teams and turn intelligence into meaningful engagement?

Request a demo to discover how you can deliver unforgettable moments at scale.

Book a demo

Connect with a Reachdesk expert at hello@reachdesk.com.

reachdesk.com