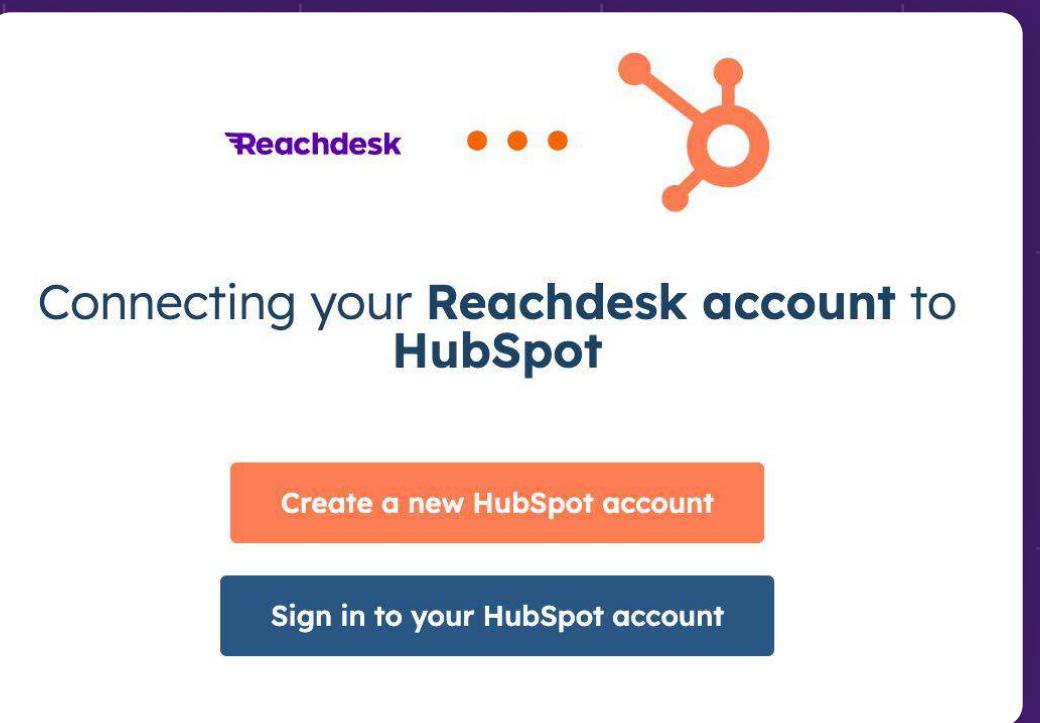# Drive more pipeline, book more meetings, close more deals

By integrating Reachdesk with HubSpot, you can cut through noise with unforgettable experiences that actually convert prospects into customers.

reachdesk.com

5X ROI

Connecting your **Reachdesk account** to **HubSpot**

Create a new HubSpot account

Sign in to your HubSpot account

HubSpot

Choose time — Your Info

Meet with Scott Rossow

How long do you need?
15 mins | 30 mins

What time works best?

49% executive engagement

Insights

Overview | Analytics | **Opportunities**

All engagement for last 30 days ⌄   Filters

Date	Opp Value	Total Spend	Gifts Offered	Gifts Reddemed
	Grey T-shirt and Backpack			Track
	Amazon Gifts			Track
	Yellow typewriter			Track
	Grey T-shirt and Backpack			Track
	Yellow typewriter			Track
	Grey T-shirt and Backpack			-
	Yellow typewriter			-
	Grey T-shirt and Backpack			Track
	Amazon Gifts			-

JAMESON 18

Why your current approach isn't converting

Modern buyers are bombarded with **100+ sales and marketing emails per day**. Your carefully crafted sequences are getting lost in the noise, deals are stalling longer, and engagement rates continue to plummet.

The common pain points we hear:

- ⊗ "Our outbound emails are getting ignored, open rates are dropping every quarter"
- ⊗ "We're spending thousands on marketing campaigns but can't track what's actually driving deals"
- ⊗ "Our sales team is burning through leads without meaningful conversations"
- ⊗ "We know which accounts are showing intent, but we can't break through to the decision makers"
- ⊗ "Our competitors are winning deals because they're more memorable than our approach"

✔ **Don't worry, Reachdesk's HubSpot integration has you covered.**

HubSpot delivers the automation and data. **Reachdesk** provides the real-world touchpoints that cut through digital noise. Together, they create a seamless system where your CRM intelligence powers unforgettable, personalized experiences that prospects actually respond to.

HubSpot

HubSpot powers your go-to-market motion: tracking intent, engagement, and every stage of the customer journey.

Reachdesk

Reachdesk brings it to life: activating those insights with unforgettable gifting moments that book meetings, accelerate pipeline, and drive revenue.

Contents Page

How HubSpot + Reachdesk deliver results GTM Teams actually need

[Data shows that](#) including a gift in your email outreach drives **85% open rates, 58% click-through rates, and conversions of 58%** compared to just 3% with traditional methods. When you pair Reachdesk's thoughtful gifting campaigns with HubSpot's CRM intelligence, you create impact while others struggle to get noticed.

With this integration, you can monitor:

- Every gift sent as a custom event in your HubSpot contact's activity feed

- Real-time status updates from sent to claimed to delivered

- Full attribution tracking that ties gifts directly to deals and revenue

- Automate gifting in HubSpot using workflows and webhooks to send gifts when key actions or property changes occur.

Here's how the magic works:

1. In Reachdesk, go to **Account > Integrations > HubSpot**

2. Click Link **HubSpot Account** and accept permissions

3. You're done! Now all gift activity syncs automatically with HubSpot contact timelines
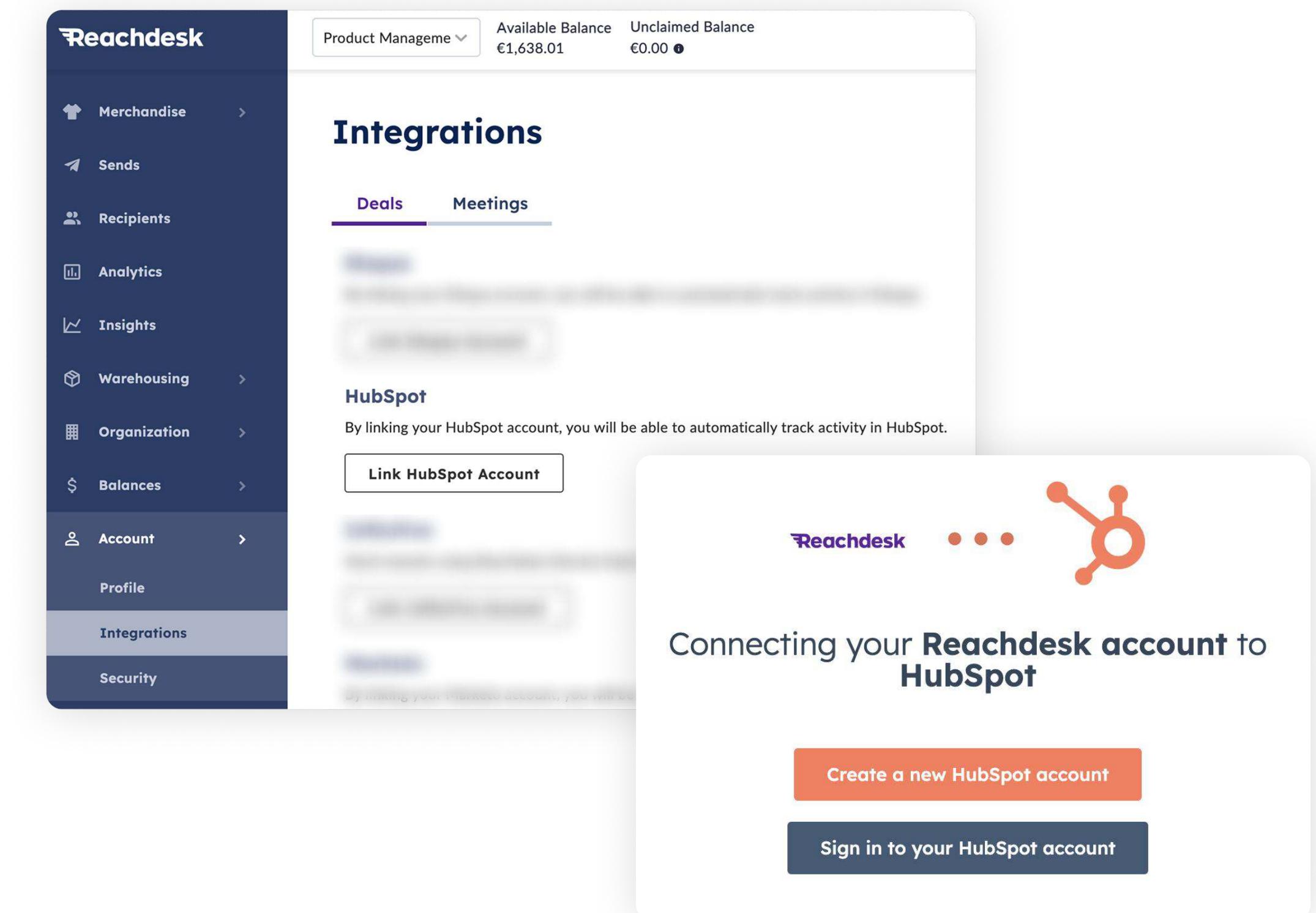
38.7x ROI

"Reachdesk is a Swiss Army Knife for direct mail campaigns. The gift options are seemingly endless, and working with our wonderful project manager Michelle really enhances the experience."

Vivian Yuen, Campaign Manager (ABM) at SentinelOne

Read the story

Reachdesk **HubSpot** Drive more pipeline, book more meetings, close more deals

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From clicks to closed deals: How HubSpot x Reachdesk features accelerate growth

Once you're set up, these are the features we recommend starting with for the fastest results:

1. Turn each moment into action with automated gifting workflows

Turn any <u>HubSpot trigger into a gifting opportunity</u>. Form fills, deal stage changes, intent signals, list memberships and more. If HubSpot can track it, Reachdesk can gift for it.

2. Accelerate meeting bookings with impactful gifts

Struggling to book meetings? With our <u>Hubspot meetings integration</u>, you can turn gifting into a guaranteed meeting driver. Prospects book time in your HubSpot calendar before they can claim their gift. That means less chasing, fewer no-shows, and more pipeline.

How it works:

- ✅ The prospect clicks your gift link.
- ✅ They view your HubSpot calendar and book a time slot.
- ✅ Once confirmed, they're redirected to claim their gift.
- ✅ The meeting is automatically logged in your HubSpot calendar.

3. Scale 1-to-many campaigns with dynamic gift links

Drop personalized Reachdesk gift links directly into HubSpot sequences or marketing emails. One link, unlimited uses, fully automated gifting at scale.

This feature is perfect for:

- ✅ Sales sequences that need a breakthrough moment
- ✅ Marketing emails to event attendees
- ✅ Follow-up campaigns for cold prospects
- ✅ Customer success touchpoints

4. Avoid delivery errors with smart address management

Send physical gifts without storing sensitive home address data in HubSpot. <u>Reachesk's address confirmation feature</u> lets prospects securely provide their details when claiming a gift. This means less hassle, delivery errors, and missed gifting opportunities.

Reachdesk

Hi John,

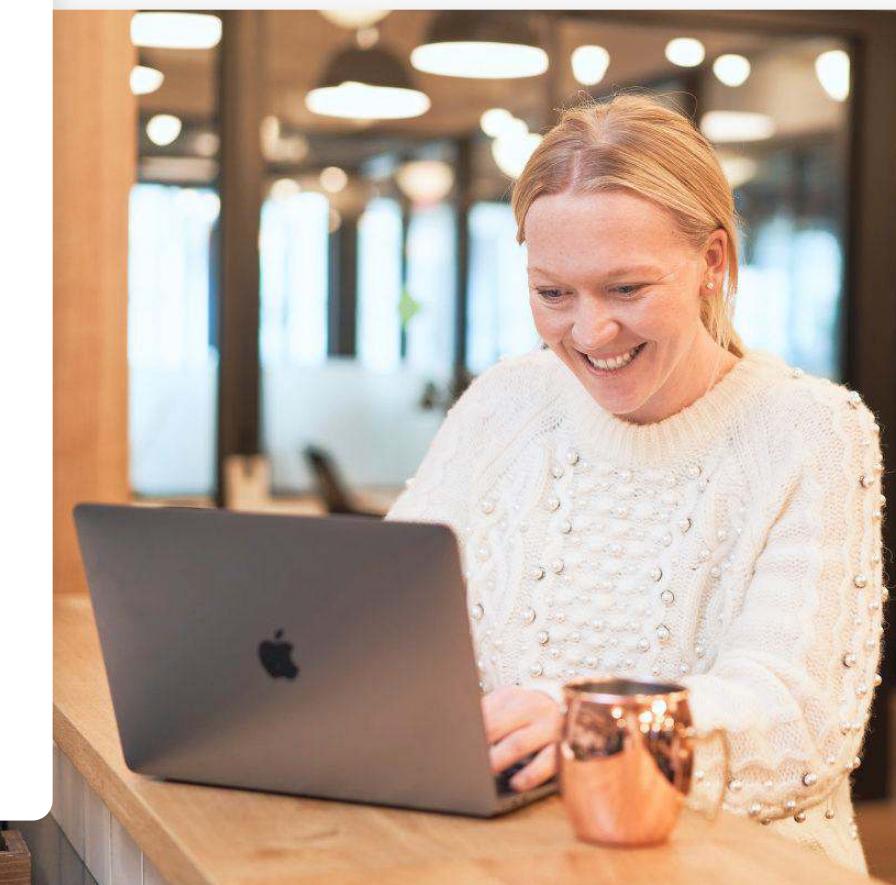Anna from Reachdesk would like to send you a little something.

Please let us know which address we can use to send you a little something on us 🎁

This link will expire on June 16th 2026

Confirm or change address

Powered with 💜 by Reachdesk

5. Give recipients the choice within HubSpot campaigns

Create HubSpot forms with gift selection dropdowns. Allowing prospects to choose their preferred gift, with our automated workflows triggering the right campaign based on their selection. Guaranteed to drive happiness and engagement every time.

6. Report on gifting success with full-funnel revenue attribution

Gain complete visibility into how your Reachdesk campaigns influence pipeline and closed deals, with custom reporting inside HubSpot and Reachdesk Insights.

$10M+

in influenced pipeline and $70M+ in progression

"What used to take 11 steps now takes one or two. Reachdesk made corporate gifting easy for sales, and powerful for marketing."

Kaleigh Wright, Demand Generation Specialist at Workhuman

Read the story

Start today with gifting plays that drive results across the customer journey

Ready to get started? With the HubSpot x Reachdesk integration, you can launch proven gifting plays that boost engagement, accelerate pipeline, and drive revenue at every stage.

Play 1: The competitive takeover

1. When to use: A Tier 1 account is showing high intent for a competitor's solution (using Bombora + HubSpot).

2. How it works: Set up a HubSpot workflow that triggers when a company's intent score increases on your target topics. Instead of sending another email, deliver a premium gift to key decision-makers.

3. Gift ideas: A premium bottle of wine paired with a handwritten note referencing their specific pain point, or a luxury gift box with gourmet treats.

4. Messaging idea: "Just like great wine, the right solution only gets better with time. I noticed [Company] is exploring [topic], let's discuss how we can solve [pain point] and make your growth even smoother."

Just like great wine, the right solution only gets better with time. I noticed [Company] is exploring [topic], let's discuss how we can solve [pain point] and make your growth even smoother.

Reachdesk

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 competitive noise and positions you as thoughtful and invested in their success.

Play 2: The meeting booked accelerator

1. When to use: You've been trying to connect with a key prospect for weeks, but they're not responding to calls or emails.

2. How it works: Use HubSpot sequences with Book a Meeting + Gift functionality. The prospect must schedule time with you before claiming their gift.

3. Gift ideas: Premium coffee subscription, high-end wireless headphones, or a curated snack box.

4. Messaging idea: "I know your time is valuable, [Name]. Let's make our 15 minutes worth it: I'll bring insights specific to [their industry/challenge], and there's a little thank-you gift waiting for you."

I know your time is valuable, [Name]. Let's make our 15 minutes worth it. I'll bring insights specific to [their industry/challenge], and there's a little thank-you gift waiting for you.

Reachdesk

5. eGift alternative: $50 gift card to their favorite coffee shop or lunch spot (research their LinkedIn for hints).

6. Why it works: It removes friction from scheduling while ensuring they show up. They've already claimed a gift, so they're invested.

Play 3: The follow-up that turns content into conversions

1. When to use: Someone attended your webinar, downloaded a whitepaper, or visited your booth, but hasn't taken the next step.

2. How it works: Set up a HubSpot workflow that triggers 24-48 hours after event attendance or content download. Use dynamic gift links in your follow-up email sequence.

3. Gift ideas: Branded tech accessories, premium notebooks, or local treats from your company's city.

4. Messaging idea: "Thanks for joining us at [Event]! As promised, here's that [specific insight/resource] we discussed, plus a little something to fuel your next breakthrough."

Thanks for joining us at [Event]! As promised, here's that [specific insight/resource] we discussed, plus a little something to fuel your next breakthrough.

Reachdesk

5. eGift alternative: $25-50 gift card to a popular bookstore. *"A little something to help you write the next chapter."*

6. Why it works: It transforms a generic follow-up into an unforgettable experience and gives you a reason to reconnect.

Play 4: The deal accelerator

1. When to use: A qualified opportunity has been sitting in "Proposal Sent" stage for 2+ weeks without movement.

2. How it works: Trigger a Reachdesk send when a deal hasn't progressed in HubSpot for a specified timeframe. Target the main decision-maker with a high-value gift.

3. Gift ideas: Premium spirits, luxury food boxes, or personalized gadgets.

Go to the contents page

4. Messaging idea: "While you're considering our proposal, I wanted to share something that might interest you [insert relevant case study/insight]. Also, a small token of appreciation for your time and consideration."

> *While you're considering our proposal, I wanted to share something that might interest you [insert relevant case study/insight]. Also, a small token of appreciation for your time and consideration.*
>
> **Reachdesk**

5. eGift alternative: $100+ experience gift card (spa day, nice dinner, premium streaming service). *"Take some time to unwind while considering your decision. Either way, I appreciate the opportunity to propose a solution."*

6. Why it works: It keeps you top-of-mind during the decision process and shows confidence in your solution's value.

4. Messaging idea: "I was just thinking about our last conversation regarding [specific topic]. The industry has evolved quite a bit since then. Here's what's new, and here's a little something to brighten your day and mark a fresh start."

> *I was just thinking about our last conversation regarding [specific topic]. The industry has evolved quite a bit since then. Here's what's new, and here's a little something to brighten your day and mark a fresh start.*
>
> **Reachdesk**

5. eGift alternative: $40-75 gift card to lunch *"Let's catch up over coffee or lunch, my treat. I have some exciting updates to share."*

6. Why it works: It resets the relationship with generosity and thoughtfulness, gives you a natural reason to reconnect, and adds a personal touch that's hard to ignore.

Play 5: The relationship reset

1. When to use: A previously engaged lead has gone cold, or an existing customer hasn't expanded their usage in 6+ months.

2. How it works: Use HubSpot lists to identify cold leads or stagnant customers, then trigger a "surprise and delight" campaign.

3. Gift ideas: Desk plants or succulents, a charity donation in their name, a puzzle or game, or a cozy refresh kit with candles and self-care treats.

Play 6: The customer success surprise

1. When to use: A customer just achieved a major milestone, completed implementation, or renewed their contract.

2. How it works: Set up HubSpot workflows that trigger on customer success milestones or deal closure. Automatically send celebration gifts.

3. Gift ideas: Branded champagne, celebration gift boxes, or premium branded items.

4. Messaging idea:
"Congratulations on [specific achievement]! This milestone deserves a celebration. Here's to your continued success and our partnership in making it happen."

Congratulations on [specific achievement]! This milestone deserves a celebration. Here's to your continued success and our partnership in making it happen.

Reachdesk

5. eGift alternative: $75-100 gift card to a nice restaurant. *"Celebrate this win properly, dinner is on us!"*
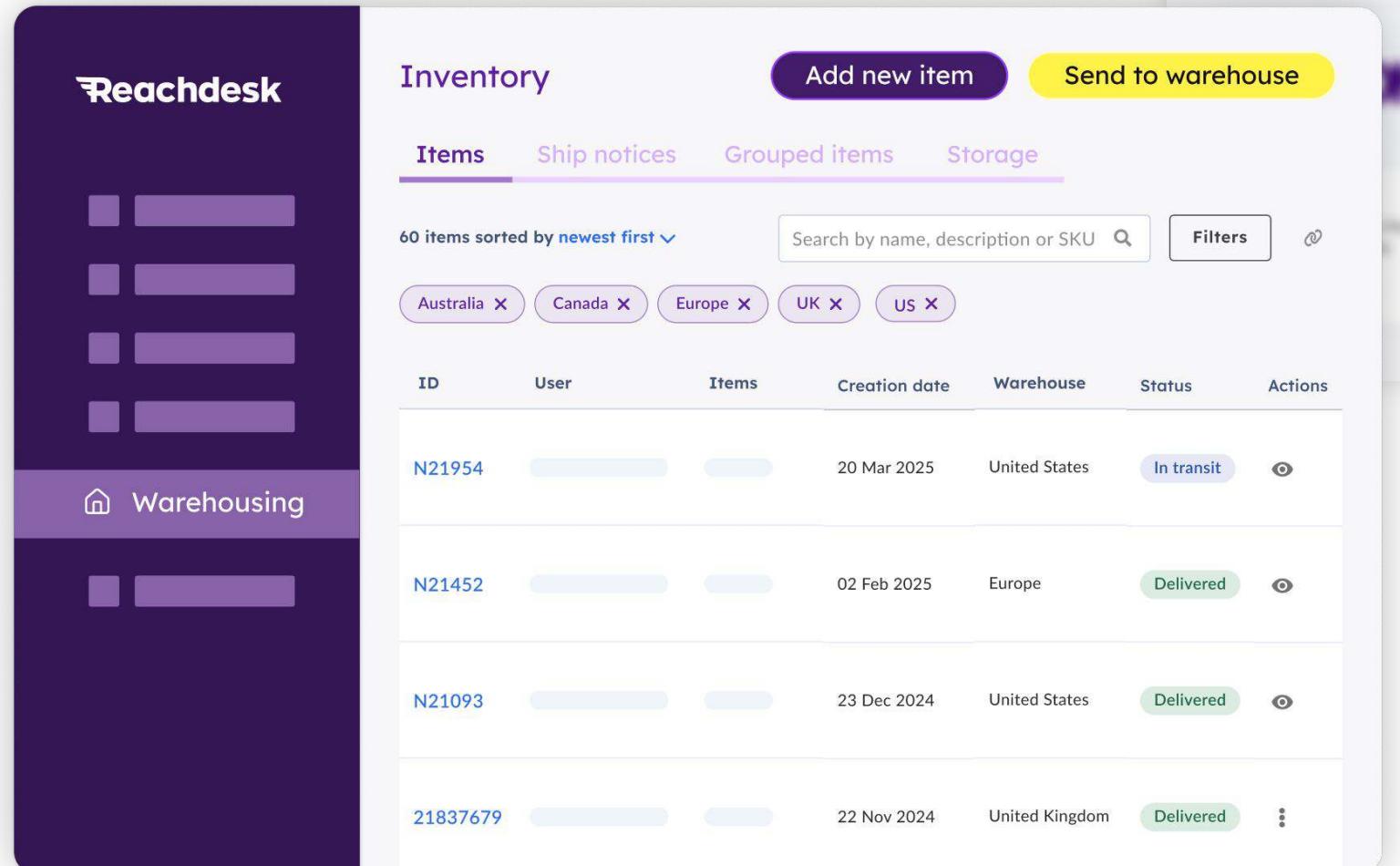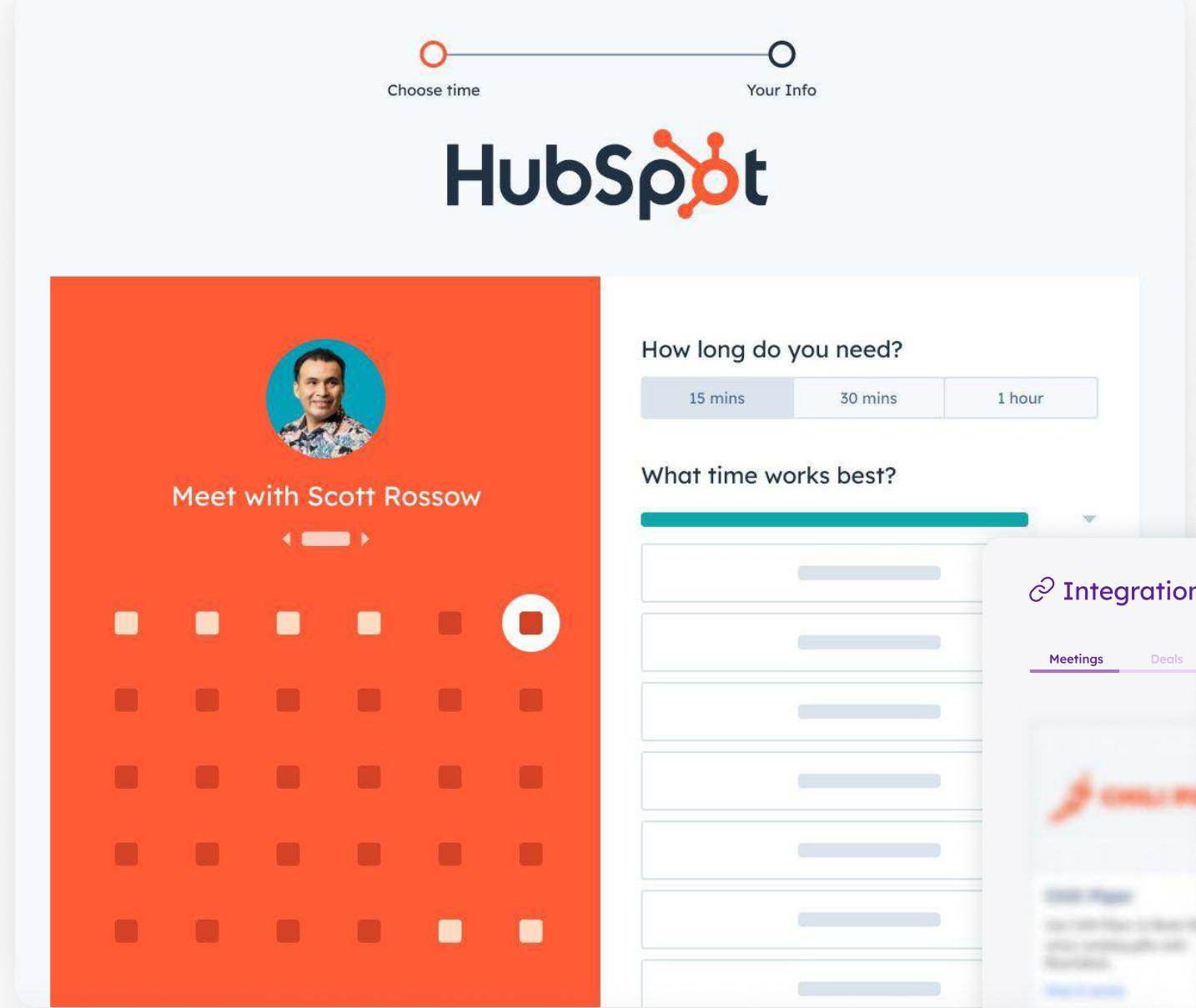
6. Why it works: It strengthens customer relationships and increases the likelihood of referrals and renewals.

💡 **See gifting in action:** How 🌱 sproutsocial boosted $1.4M in MRR

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

This thoughtful, personalized gesture helped create an immediate connection, building rapport well before the sales cycle even began.

The results speak for themselves: campaigns like this contributed to **$1.4M in MRR**, showing that small, meaningful touches can lead to big business outcomes.

🎉 **$1.4M** in MRR

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Measuring campaign success with Reachdesk x HubSpot

We get it. Proving gifting ROI can be tricky. Not anymore. With Reachdesk Insights and HubSpot reports, it's easy to demonstrate the impact of your campaigns. Here's what to watch for:

1. Pipeline influence reports

Track how Reachdesk campaigns affect your HubSpot deals:

- Open deals with vs. without Reachdesk touches
- Closed won deals influenced by gifting campaigns
- Average deal size for touched vs. untouched prospects
- Sales cycle length comparison

2. Campaign performance dashboards

Monitor gift campaign effectiveness:

- Sent → Claimed → Meeting booked conversion rates
- Cost per meeting booked vs. other channels
- Campaign ROI by gift type and value
- Geographic and demographic performance trends

3. Sales team adoption metrics

Ensure your team is maximizing the integration:

- Gifts sent per rep per month
- 1:1 vs. automated campaign usage
- Most successful gift types by rep
- Training needs identification
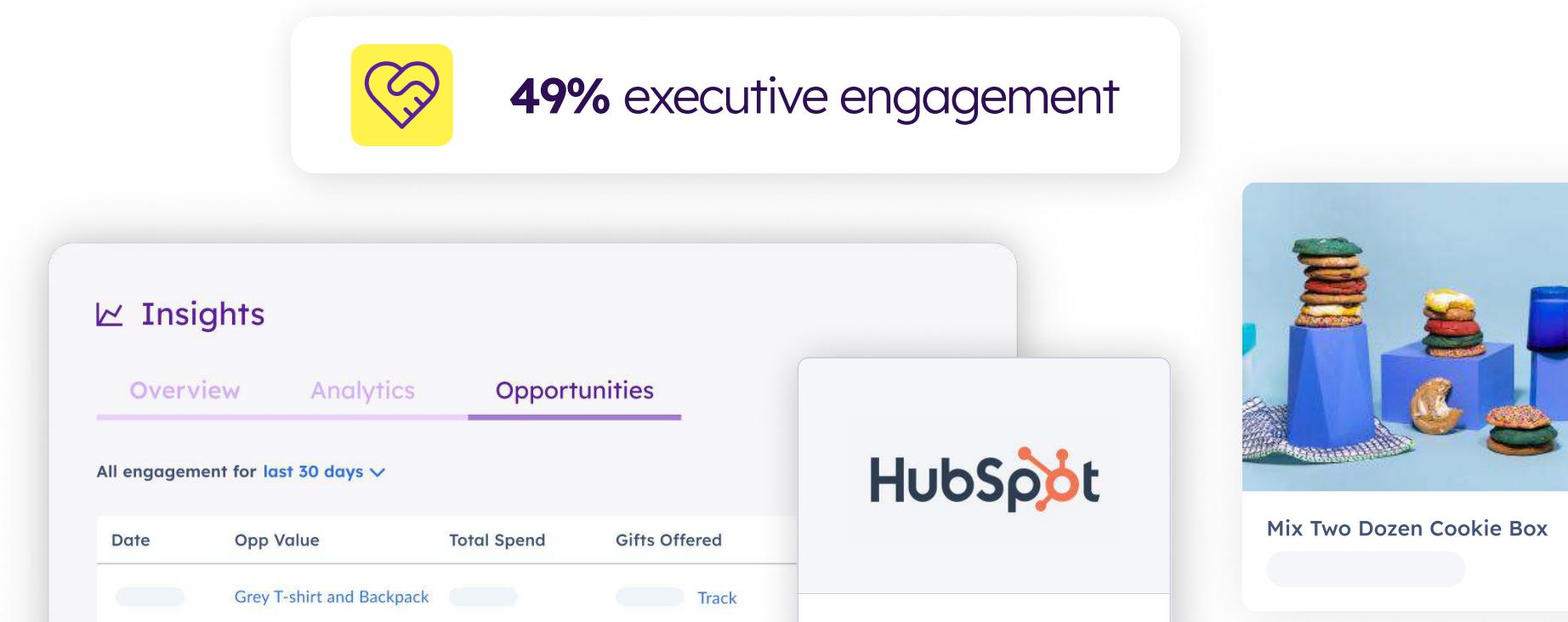
49% executive engagement

Insights

| | Overview | Analytics | **Opportunities** |

All engagement for last 30 days

Date	Opp Value	Total Spend	Gifts Offered
	Grey T-shirt and Backpack		Track
	Amazon Gifts		Track
	Yellow typewriter		Track
	Grey T-shirt and Backpack		
	Yellow typewriter		Track
	Grey T-shirt and Backpack		-
	Yellow typewriter		-
	Grey T-shirt and Backpack		Track
	Amazon Gifts		-

Hubspot
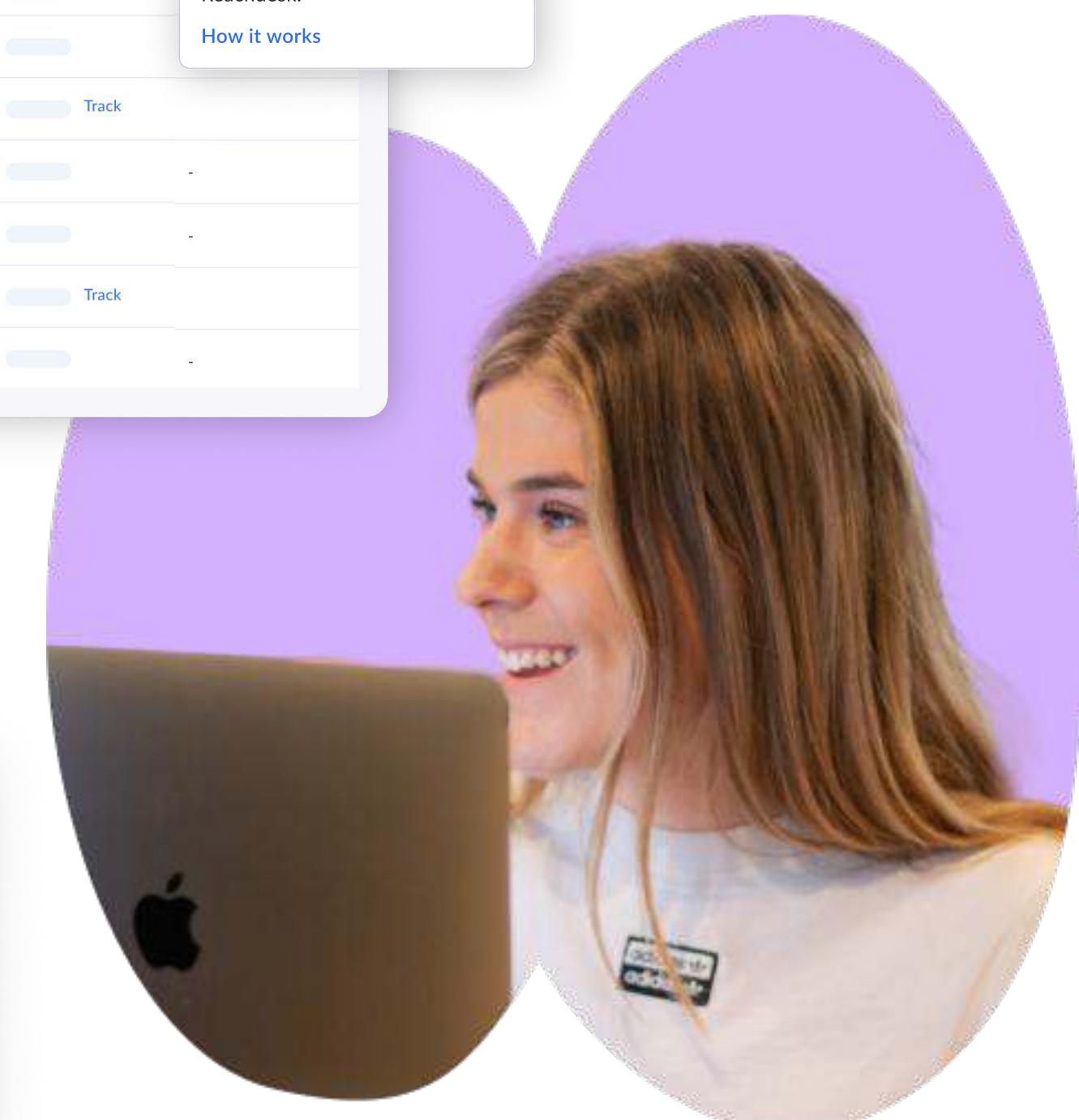Use Hubspot to Book Meetings when sending gifts with Reachdesk.
How it works

Mix Two Dozen Cookie Box
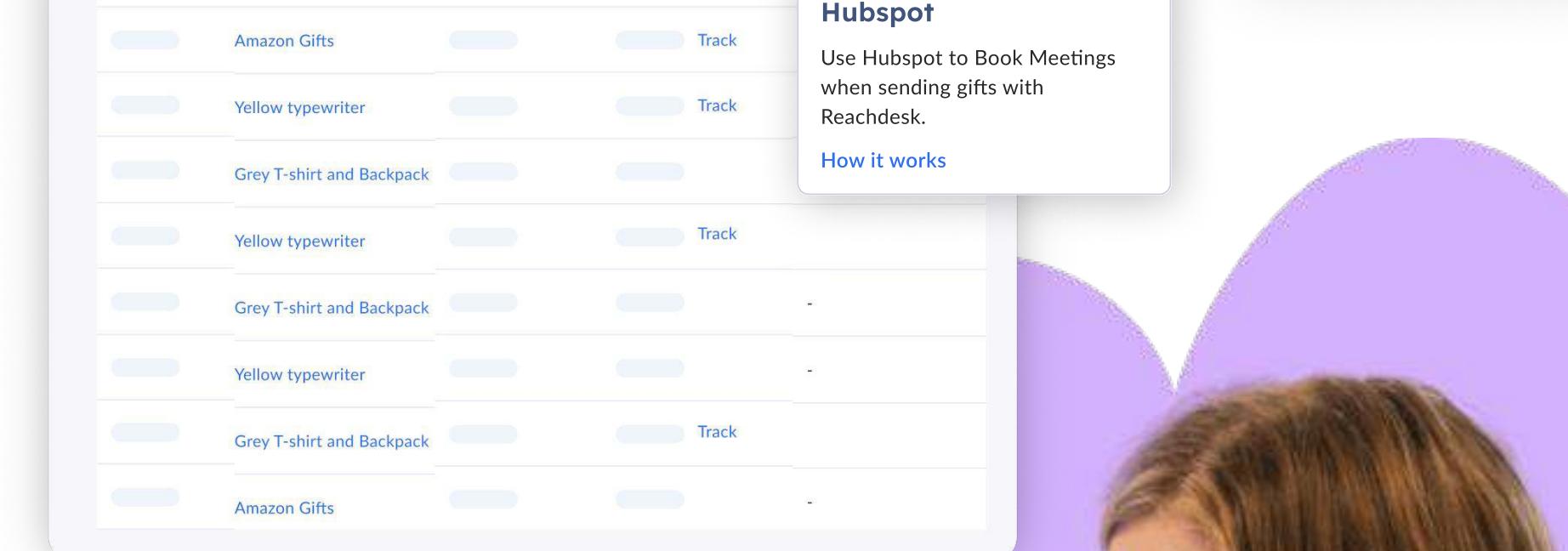
5X ROI

Beer Gram

Get started with HubSpot x Reachdesk today to drive more pipeline

The integration takes just 60 seconds to set up, but the impact on your pipeline can last for years. Start with a simple workflow (like a form fill follow-up or a meeting booking sequence) and watch meaningful conversations start happening.

Your next steps:

1. **Connect:** Head to Reachdesk > Account > Integrations > HubSpot
2. **Start small:** Pick one use case from our playbook above
3. **Measure:** Set up basic tracking to prove ROI from day one
4. **Scale:** Expand successful campaigns to additional segments
5. **Optimize:** Use data to refine your approach and maximize impact

Questions? Your Customer Success team is ready to help you build campaigns that break through the noise and drive real results.

25% close rate

"I love that Reachdesk is an all-in-one. We can send gifts to delight staff, and to thank speakers at our events and run demand generation campaigns. The platform has everything we need!"

Laura Xavier Marketing Manager EMEA, Rapid7

Read the story

Reachdesk **HubSpot** Drive more pipeline, book more meetings, close more deals

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Reachdesk

Not using Reachdesk yet? See it in action and watch your pipeline grow

Discover how industry leaders are using the HubSpot x Reachdesk integration to accelerate revenue growth.

Book a demo and we'll show you exactly how gifting campaigns can generate pipeline, book meetings, and deliver measurable ROI.

Book a demo

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

reachdesk.com