

Reachdesk DEMANDBASE

Turn intelligent data
and personalized
gifting into
meaningful revenue

reachdesk.com

Accounts People

23 People selected

Take Action

Take Action 23 People selected

Hello, what actions would you like to take with your selection?

I would like to see Partner Actions:
Add or remove contacts from automated engagement programs across Marketo or Outreach.

I would like to see CRM Related Actions:
Lets you update account or contact data, convert leads, and manage tasks and campaign involvement in Salesforce for both contacts and accounts.

Start typing...

5X ROI

Insights

Overview Analytics Opportunities

All engagement for last 30 days

Filters

Total Spend Gifts Offered Gifts Reddemed

Track Track Track Track Track Track Track Track

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 X Canada X Europe X UK X US X

ID	User	Items	Creation date	Warehouse	Status	Actions
NZ1954			20 Mar 2025	United States	In transit	
NZ1452			02 Feb 2025	Europe	Delivered	
NZ1093			23 Dec 2024	United States	Delivered	
21837679			22 Nov 2024	United Kingdom	Delivered	

Warehousing

Stop playing hide and seek with your buyers

Your ideal customers are out there right now, actively researching solutions, building shortlists, and making decisions. But they're doing it all behind a digital curtain: [50%](#) of buyer's research is invisible to your marketing radar and completely out of reach of your sales team.

This shadow shopping spree is the silent assassin of B2B revenue. While your competitors stumble around in the dark sending spray-and-pray campaigns, your buyers are three steps ahead, already forming opinions about vendors they've never even spoken to.

Here's where the game changes: [Demandbase](#) x [Reachdesk](#) **don't just peek behind the curtain, we pull it back entirely and turn those hidden moments into relationship gold.**

This isn't just another tech integration; it's a strategic transformation. We're moving from reactive, lead-centric tactics to a proactive, account-centric approach that builds pipeline, accelerates deal velocity, and creates lasting customer relationships.

DEMANDBASE

The account-based intelligence platform that identifies which accounts are in-market, reveals their buying teams, and pinpoints the exact moment to engage.

Reachdesk

The global engagement platform that converts these insights into meaningful relationships through thoughtful, timely, and personalized gifts and experiences.

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When buyer intelligence meets breakthrough moments

Today's GTM reality check: The connection crisis

Revenue teams today are drowning in data but desperately thirsty for genuine connections. Buyers consume an average of [13 pieces of content](#) before they'll even take a meeting. By the time someone fills out your demo form, they've already built their shortlist (and you might **not** be on it).

This creates the perfect storm of revenue chaos:



Marketing: Struggles to break through the noise with campaigns that feel generic and forgettable in a world demanding personalization.



Sales: Battles endless voicemail, ignored emails, and prospects who've already made up their minds before picking up the phone.



Customer Success: Scrambles to save deals after customers have already emotionally checked out and started shopping around.

The breakthrough: Demandbase x Reachdesk transform intelligence into influence

Demandbase and Reachdesk give GTM teams a unified system to spot buying signals early and trigger engagement that drives pipeline impact.



Illuminate account behavior: Demandbase uses 1st and 3rd party account and intent data to identify in-market accounts and buying teams, helping GTM teams prioritize opportunities through your CRM and campaign orchestration.



Create memorable moments instantly: Account intelligence flows into your CRM and triggers Reachdesk to send personalized gifts that achieve 85% open rates, 20x higher click-through rates, and 56% conversion rates.



Align revenue teams: Sales, marketing, and CS teams operate from the same account intelligence and engagement playbook, resulting in 3X increase in conversions and +50% increase in deal size.

Account intelligence plus meaningful engagement isn't just a better workflow: it's a new revenue engine that maximizes every dollar of your go-to-market investment.

Marketing that moves the needle: Turn account signals into scalable engagement

Why “more leads” isn’t enough

Buyers control the conversation, which means the traditional “more leads = more revenue” equation is broken. Marketers face constant pressure to demonstrate ROI, but leads become vanity metrics when they don’t convert to pipeline.

The future is account-based, and it demands intelligence-driven engagement to scale effectively. This is where Demandbase and Reachdesk work together: Demandbase identifies the right accounts and key buying teams, while Reachdesk turns that intelligence into personalized engagement with corporate gifts that drive measurable results.



\$1.1M
pipeline generated from direct mail

38.7X
ROI

44%
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 across the account spectrum

Reachdesk empowers marketing teams to create unforgettable campaigns that blend personalization with scale. Combined with Demandbase, marketers know exactly which accounts are in-market, which competitors they’re researching, and which personas are most engaged.

From high-touch 1:1 ABM plays to targeted 1:few campaigns and scalable 1:many initiatives, Reachdesk x Demandbase empower marketers to connect with the right person, at the right time, with the right gift. That’s what we call intelligent engagement.

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

1:1 Plays for Enterprise Accounts

1. When to use: A Tier 1 account is showing competitor keyword intent and spiking engagement in Demandbase.

2. How it works: Use Demandbase to identify the full buying committee and surface competitor signals. Then trigger a Reachdesk send that directly acknowledges their research moment with a premium, memorable touchpoint.

3. Gift ideas: Luxury noise-cancelling headphones, personalized luggage tag and portable charger or a curated industry book bundle tied to their research topics.



Demand Gen: 1:Many play for brand engagement

1:Many Plays for Broad Market Activation

1. When to use: Large groups of net-new accounts are showing early-stage research intent but aren't yet in your CRM.

2. How it works: Use Demandbase to uncover net-new accounts with keyword intent, then run a scalable Reachdesk campaign with fun, cost-effective gifts that can be personalized at volume.

3. Gift ideas: Gourmet hot cocoa bomb and branded socks for winter, beach towel and SPF kit for summer or DoorDash credit ahead of your webinar.



4. Messaging idea: "We noticed interest in [topic] heating up. Here's something to fuel your research, let's connect to see how we can support your goals."

We noticed interest in [topic] heating up. Here's something to fuel your research, let's connect to see how we can support your goals.

Reachdesk

5. Why it works: These scalable gifts stand out and spark conversations while Demandbase intent data ensures you're only investing in accounts actually signaling interest.

4. Messaging idea: "We know evaluating solutions gets noisy. Here's a way to cut through the clutter. Let's chat about simplifying [challenge]."

We know evaluating solutions gets noisy. Here's a way to cut through the clutter. Let's chat about simplifying [challenge].

Reachdesk

5. Why it works: Gifts are symbolic of clarity, progress, or insight, reinforcing your ability to help them cut through complexity while Demandbase ensures you send at the right moment.

1:Few Plays for Industry Clusters

1. When to use: A cluster of 15–25 accounts in the same vertical (e.g., fintech, healthcare, SaaS) shows shared keyword intent and engagement in Demandbase.

2. How it works: Build a dynamic segment in Demandbase with filters like industry, keyword intent, and engagement minutes. Launch Reachdesk campaigns with gifts that reflect industry-specific themes.

3. Gift ideas: A desk diffuser, plant or a quirky gadget like a mini drone or smart mug warmer.



4. Messaging idea: "The smartest moves in [industry] are made with the right insights. Demandbase shows leaders in your space are exploring [topic]. Let's explore your next move together."

The smartest moves in [industry] are made with the right insights. Demandbase shows leaders in your space are exploring [topic]. Let's explore your next move together.

Reachdesk

5. Why it works: The industry-specific items make the campaign more memorable and contextual, while Demandbase intelligence ensures only accounts actively researching get included.

💡 Post-event ABM engagement in action: Workhuman’s “Fuel Your Focus” gifting campaign

After Workhuman Live 2024, the team launched the “Fuel Your Focus” campaign to re-engage attendees and spark excitement for 2025. Each personalized box connected past and future events with coffee from Colorado, BBQ sauce from Texas, branded swag, and a keynote speaker’s book. The results were clear: **95 responses, 34 meetings booked**, and multiple opportunities influenced: proving that intentional ABM gifting can turn event buzz into real pipeline momentum.



Turn account intelligence into pipeline: Top Demandbase x Reachdesk tools for marketers

From predictive account identification to memorable engagement experiences, these integrated tools give marketers everything they need to drive measurable impact and scale.

<u>Demandbase helps marketers find, engage, and grow accounts at the right time</u>	<u>Reachdesk helps marketers engage, delight, and scale with unforgettable experiences</u>
<p>Demandbase Net New Accounts: Dynamically identify accounts outside your CRM showing intent or engagement, so marketers can target the right prospects with high-impact campaigns.</p>	<p>Reachdesk Marketplace: Access to the world’s largest curated marketplace featuring thousands of premium gifts, sourced and shipped globally, enabling marketers to scale personalized campaigns efficiently.</p>
<p>Demandbase Target Account Lists: Build and segment account lists using CRM, MAP, intent, and engagement data, enabling laser-focused, multi-channel ABM campaigns.</p>	<p>Reachdesk eGifts: Instant digital experiences delivered via email or SMS, giving recipients choice and control while driving higher acceptance and engagement rates.</p>
<p>Demandbase Engagement Heatmaps: Visualize which personas and accounts are interacting with your programs, pinpoint gaps, and optimize campaigns to reach the full buying committee.</p>	<p>Reachdesk Global Fulfillment: Seamlessly handle worldwide shipping, customs, and compliance across 180+ countries, ensuring consistent brand experiences regardless of location.</p>
<p>Demandbase Campaign Impact Analytics: Measure which programs, channels, and messaging drive pipeline, allowing marketers to optimize spend and prove ABM ROI.</p>	<p>Reachdesk CRM Automation: Trigger gifting campaigns directly from your CRM or marketing automation platform, ensuring gifts are sent at optimal moments for maximum impact.</p>
<p>Demandbase Customer Expansion: Identify cross-sell and upsell opportunities with intent and engagement signals, helping marketers grow revenue within existing accounts.</p>	<p>Reachdesk Performance Analytics: Real-time visibility into engagement metrics, campaign performance, and ROI impact, enabling marketers to optimize strategies and prove value at every touchpoint.</p>



121% Increased in-market accounts reaching WorkForce Software over a 6-month period

“The Demandbase platform is the perfect ABX engine to help companies understand intent and not just spam potential customers with unwanted emails – to really help you focus and look at where your buyers are along the journey and to support their education.”

Linda Johnson, Global Director of Marketing Operations at Workforce

[Read the story](#)

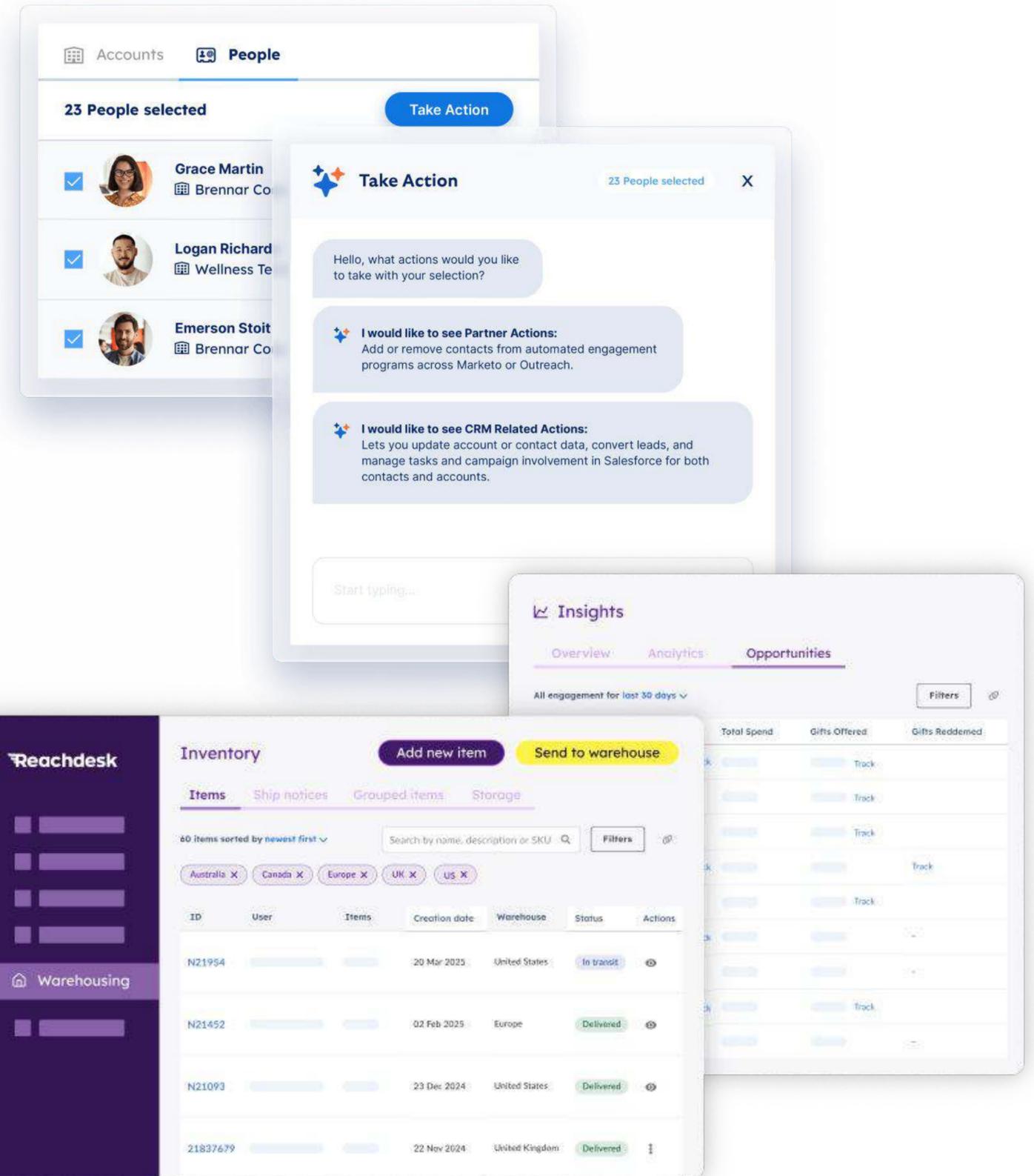


\$10M+ In influenced pipeline and **\$70M+** in progression from just three campaigns

“Corporate gifting just works. Conversion rates were great, and the experience felt intentional. It proved gifting could be a real pipeline driver.”

Kaleigh Wright, Demand Generation Specialist at Workhuman

[Read the story](#)



Sales acceleration: From cold outreach to warm conversations

Why sellers need to stop playing the numbers game

The average seller spends only 28% of their time actually selling. Endless prospecting, research rabbit holes, and email tag with the wrong contacts waste the rest.

Demandbase and Reachdesk flip this equation. Demandbase surfaces the accounts showing the strongest buying intent, highlights the key decision-makers, and delivers actionable insights. Reachdesk then turns those insights into personalized, memorable sales experiences: helping your team engage the right accounts, at the right time, in the right way.



66% Increase in email reply rate

“Gifting has helped me to be creative with my outreach and the personalization a gift adds has taken my sales messages to the next level.”

Lars Roschmann, Senior Business Development Representative, Screenloop

[Read the story](#)

Gifting plays that close the deal at every stage

By combining Demandbase’s account intelligence with Reachdesk’s engagement platform, sellers can move from insight to impact seamlessly, creating conversations that matter and closing opportunities faster.

Awareness stage: Turn strangers into meetings during the awareness stage

1. When to use: Target accounts showing early research signals but haven’t engaged yet.

2. How it works: Demandbase identifies accounts showing curiosity. Reachdesk delivers a first-touch gift that positions you as thoughtful and helpful, building rapport before any selling happens.

3. Gift ideas: Premium coffee/tea, high-quality branded notebook, premium spotify playlist, smart sticky notes.



4. Messaging idea: “Noticed you’re diving into [topic]. Great research deserves great fuel. Mind if I share insights from similar companies?”

Noticed you're diving into [topic]. Great research deserves great fuel. Mind if I share insights from similar companies?

Reachdesk

5. Why it works: Supports their research process, positions you as a helpful resource, and starts building trust before the sales conversation.

Evaluation stage: Win against competition

1. When to use: Accounts actively comparing solutions and competitors are circling.

2. How it works: Demandbase surfaces competitive research signals and identifies the full buying committee. Reachdesk delivers a gift that demonstrates differentiation, sophistication, and thoughtfulness, helping you stand out versus competitors.

3. Gift ideas: Personalized artisanal wine, a batch of branded cookies, lunch-evoucher, case studies.

4. Messaging idea: "Choosing the right partner is about more than features: it's about making smart decisions. Here's a framework we've used to help 50+ companies decide confidently."



5. Why it works: Provides decision-making support, reinforces social proof, and positions you as the insightful choice over competitors.



Decision stage: Create urgency and close deals

1. When to use: Accounts showing strong purchase intent but stalling on the final decision.

2. How it works: Demandbase confirms high buying signals. Reachdesk creates a decisive, memorable gift experience that nudges them to sign, turning hesitation into action.

3. Gift ideas: Custom-engraved desk accessories, 90-day success roadmap and high-end noise-cancelling headphones, or celebratory hamper with sweet treats and champagne or a luxury team experience voucher (escape room, private tasting, or spa).

4. Messaging idea: "The best partnerships start with clarity and commitment. Here's your roadmap to success. Ready to get started?"



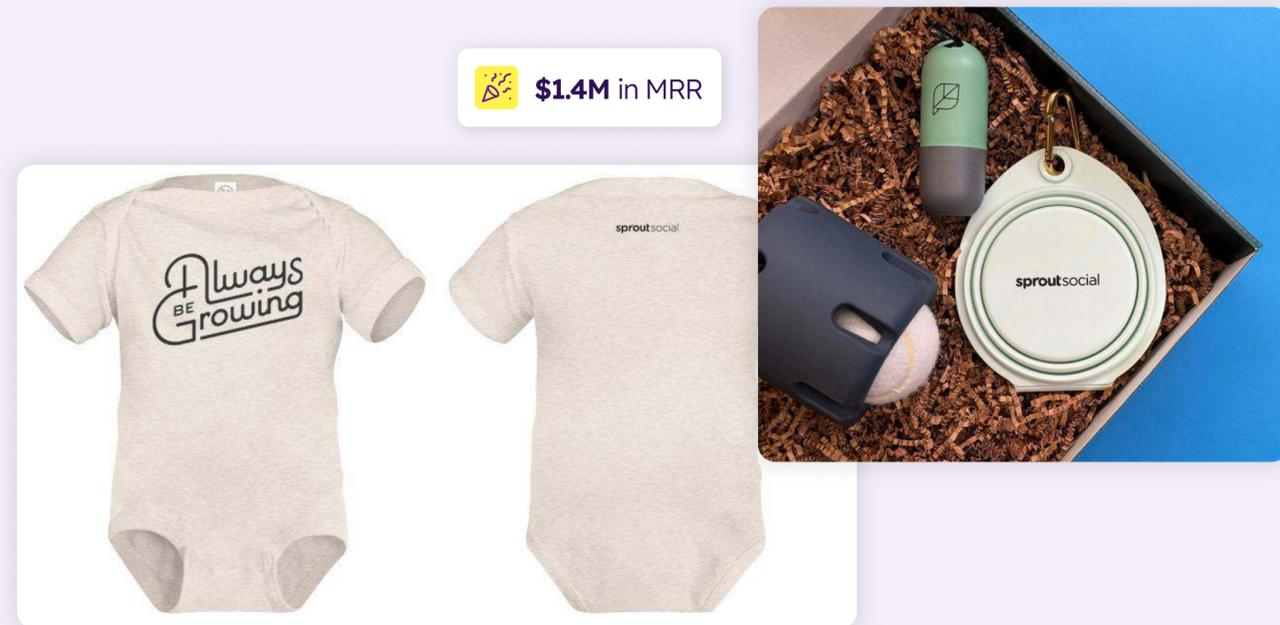
5. Why it works: Visualizes the success of the partnership, creates a positive emotional association with signing, and reinforces that now is the right time to act.



💡 Sales gifting in action: How  **sproutsocial** unlocked \$1.4M in MRR

When a Sprout Social sales rep learned a prospect was expecting a baby, they sent a branded onesie with the company mantra, Always Be Growing.

The thoughtful gift instantly created a personal connection and built trust before the sales cycle even began. That simple gesture helped Sprout Social drive meaningful relationships that translated into **\$1.4M in new MRR**. That's what we call proof that small, personal touches can deliver big business impact.



Identify high-intent accounts and accelerate closure with these powerful features

From account prioritization to memorable engagement, these Demandbase x Reachdesk capabilities help sales teams engage the right buyers at optimal moments and convert outreach into meaningful relationships.

Demandbase identifies high-intent accounts with precision	Reachdesk transforms outreach into relationship-building moments
<p>Demandbase Prioritized Accounts: Focus on accounts showing intent, engagement, or competitive activity so reps spend time on opportunities most likely to close.</p>	<p>Reachdesk Address Confirmation: Securely collect shipping information through simple links, with automated tracking via Slack and email notifications to ensure seamless delivery and immediate follow-up opportunities.</p>
<p>Demandbase Decision-Maker Insights: Find and connect with the right contacts across the buying committee using roles, job titles, mutual connections, and social/news insights.</p>	<p>Reachdesk Instant eGifts: Deploy digital experiences immediately via email or SMS with automated sequences to drive prospect engagement and meeting bookings.</p>
<p>Demandbase Engagement Heatmaps: Visualize which personas at an account are interacting (or missing) and run multi-threaded outreach to engage the full buying committee.</p>	<p>Reachdesk AI-Powered Messaging: Automatically generates relevant, personalized gift messages using CRM data including intent signals and deal progression stages.</p>
<p>Demandbase Competitive Intelligence: Spot accounts researching competitors and act quickly to protect deals and influence decisions before it's too late.</p>	<p>Reachdesk Premium Gift Curation: Access to curated global catalog of branded merchandise and luxury gifts, with sourcing, customization, and delivery handled seamlessly.</p>
<p>Demandbase Customer Expansion: Identify upsell and cross-sell opportunities with intent and engagement signals to grow revenue within existing accounts.</p>	<p>Reachdesk International Delivery: Manages worldwide gifting with automated customs, currency conversion, and shipping logistics for consistent global experiences.</p>



4X Increase in funnel velocity

“Demandbase allowed us to create segments based on journey stage combined with our own first-party behavioral data”

[Lindsay Hasz, Director of Insights and Optimization at SAP Concur](#)

[Read the story](#)

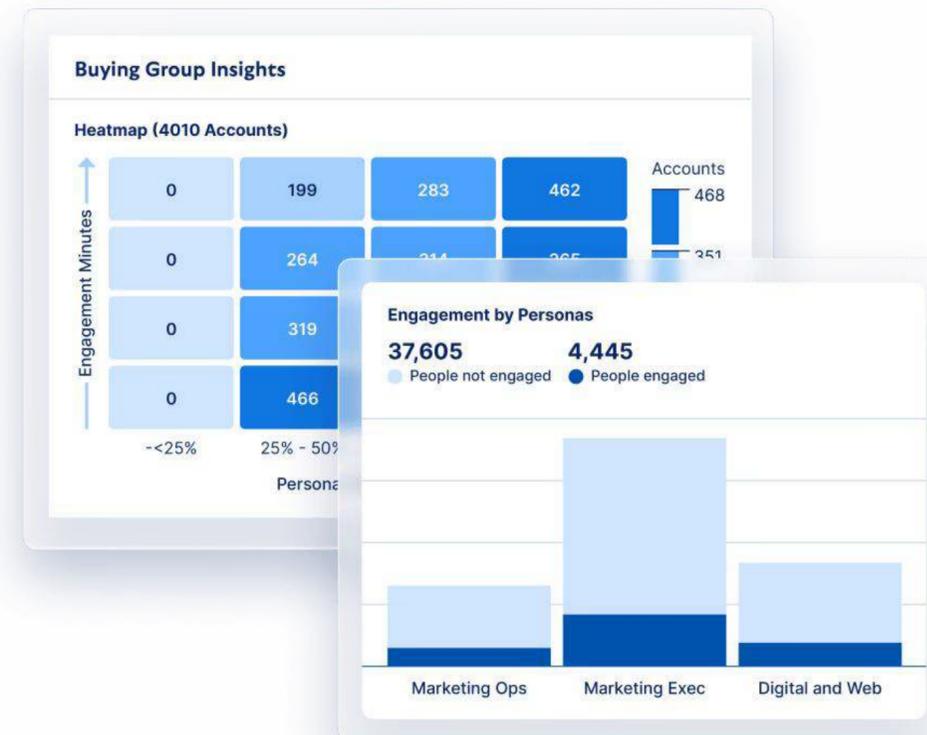
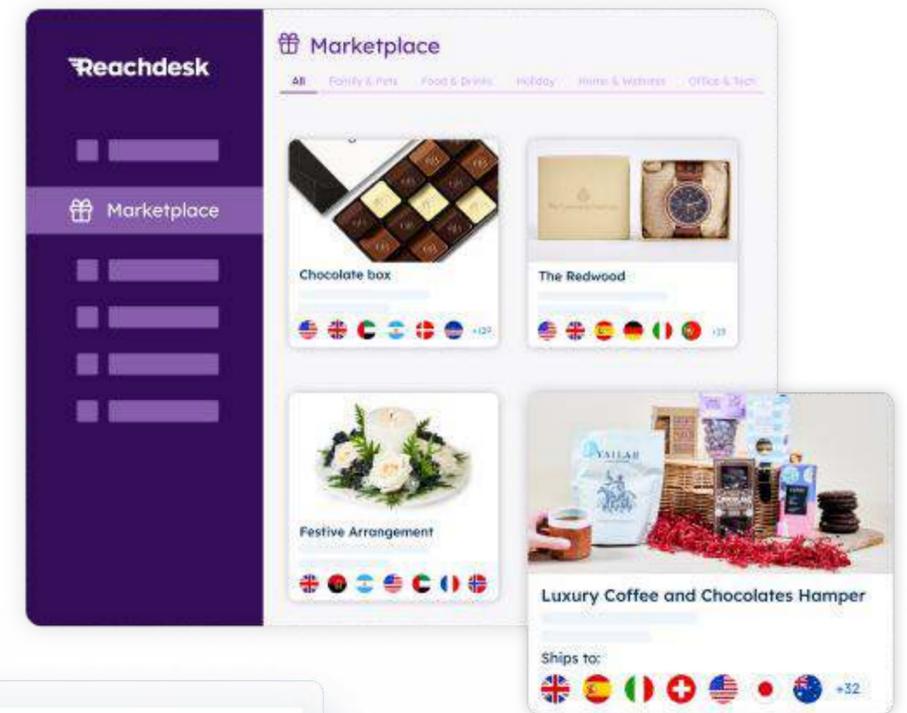


1.4M Of MRR through meaningful connections with customers

“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, SproutSocial](#)

[Read the story](#)



Expanding customer success: From reactive to proactive account growth

Why CS teams are becoming growth engines

The best Customer Success teams don't just prevent churn: **they drive expansion.** With Demandbase, CS teams spot growth signals and risk indicators months before customers voice them. Reachdesk transforms those insights into relationship-building moments that turn satisfied customers into growth drivers and potential churners into loyal advocates.



100+ gifting campaigns

“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](#)

Data-driven gifting to drive customer success at every stage

Combine Demandbase's account intelligence with Reachdesk's engagement platform to deliver personalized, memorable experiences that deepen customer relationships, boost retention, and drive expansion.

Customer Onboarding: Setting the stage for success from day one

1. When to use: New customers completing key onboarding milestones.

2. How it works: Demandbase tracks when accounts achieve activation thresholds or complete critical setup phases. Reachdesk delivers thoughtful, branded experiences that reinforce their decision and show your commitment to their success.

3. Gift ideas: Industry insights report, personalized success roadmap, branded mugs, motivational desk cards.



4. Messaging idea: “Welcome aboard! Here’s your toolkit for success. We’re excited to help you achieve [specific goals] and beyond.”

*Welcome aboard!
Here's your toolkit for success. We're excited to help you achieve [specific goals] and beyond.*

Reachdesk

5. Why it works: Demandbase onboarding insights combined with thoughtful gifts create positive momentum and reinforce the value of the partnership.

Re-engagement: Strengthen relationships after risk indicators

1. When to use: Customers showing disengagement signals, declining usage, or early churn warning signs.

2. How it works: Demandbase identifies accounts at risk. Reachdesk sends supportive, personalized gifts paired with proactive check-ins to rekindle engagement.

3. Gift ideas: Stress-relief items, premium coffee/tea selection, incense, blanket, or wellness app subscription with a handwritten note acknowledging their goals and challenges.



4. Messaging idea: "We value our partnership and want to ensure you're maximizing your investment. Here's a little something to brighten your day while we discuss how to optimize your results."

We value our partnership and want to ensure you're maximizing your investment. Here's a little something to brighten your day while we discuss how to optimize your results.

Reachdesk

5. Why it works: Early warning signals allow proactive intervention, while thoughtful gifts demonstrate care and rebuild engagement momentum.

Expansion: Accelerate growth through opportunity signals

1. When to use: Customers showing interest in additional products, usage growth, or engagement with advanced features.

2. How it works: Demandbase identifies accounts researching new solutions or expanding teams. Reachdesk delivers strategic gifts that inspire collaboration and demonstrate additional value opportunities.

3. Gift ideas: Curated luxury hamper featuring artisanal snacks, a team experience such as a virtual wine or cocktail tasting, and premium branded accessories including a high-end pen and notebook.



4. Messaging idea: "Your success inspires us. Here's how [Similar Client] unlocked [X%] additional value. Let's explore ways to accelerate your growth."

Your success inspires us. Here's how [Similar Client] unlocked [X%] additional value. Let's explore ways to accelerate your growth.

Reachdesk

5. Why it works: Demandbase identifies the right timing for expansion, and strategic gifts position your team as growth partners invested in customer success.

Advocacy: Cultivate top performers into champions

1. When to use: High-performing customers demonstrating strong adoption and satisfaction.

2. How it works: Demandbase identifies top accounts based on engagement and usage metrics. Reachdesk sends recognition gifts that celebrate success and encourage advocacy and referrals.

3. Gift ideas: Personalized trophy, high-end champagne, VIP access to an exclusive event, charity donation on their behalf.



4. Messaging idea: "Your success story inspires others. Thank you for being an incredible partner. Would you consider sharing your experience with similar companies?"

Your success story inspires others. Thank you for being an incredible partner. Would you consider sharing your experience with similar companies?

Reachdesk

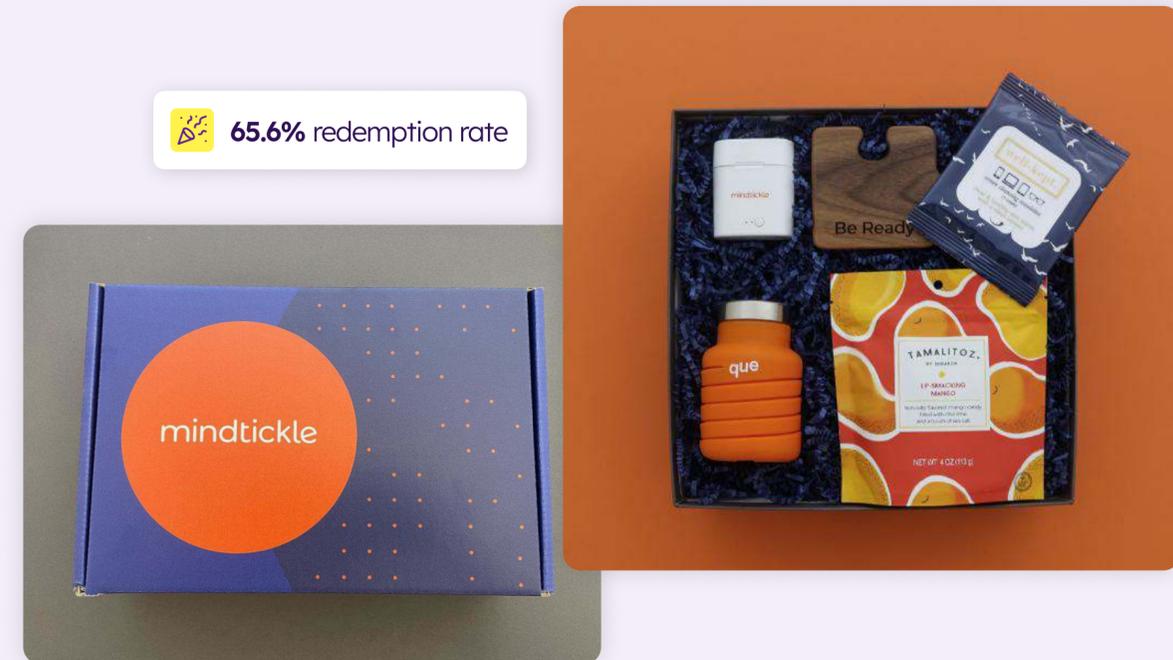
5. Why it works: Recognition strengthens emotional connections, motivates advocacy, and leverages Demandbase insights to identify ideal champions.

See customer marketing in action: How **mindtickle** turned conversations into opportunities with gifting

To engage C-level customers around a two-hour product-focused session, Mindtickle launched a highly personalized gifting campaign. Each beautifully curated box included earbuds, a collapsible water bottle, a wooden coaster, tech wipes, and a mango snack to elevate the conversation beyond the meeting itself.

The results spoke volumes: **a 65.6% redemption rate, 29 opportunities created, and 2 closed-won deals from just 40 bundles shipped worldwide.** The campaign proved how strategic gifting can deepen customer relationships while delivering measurable revenue impact.

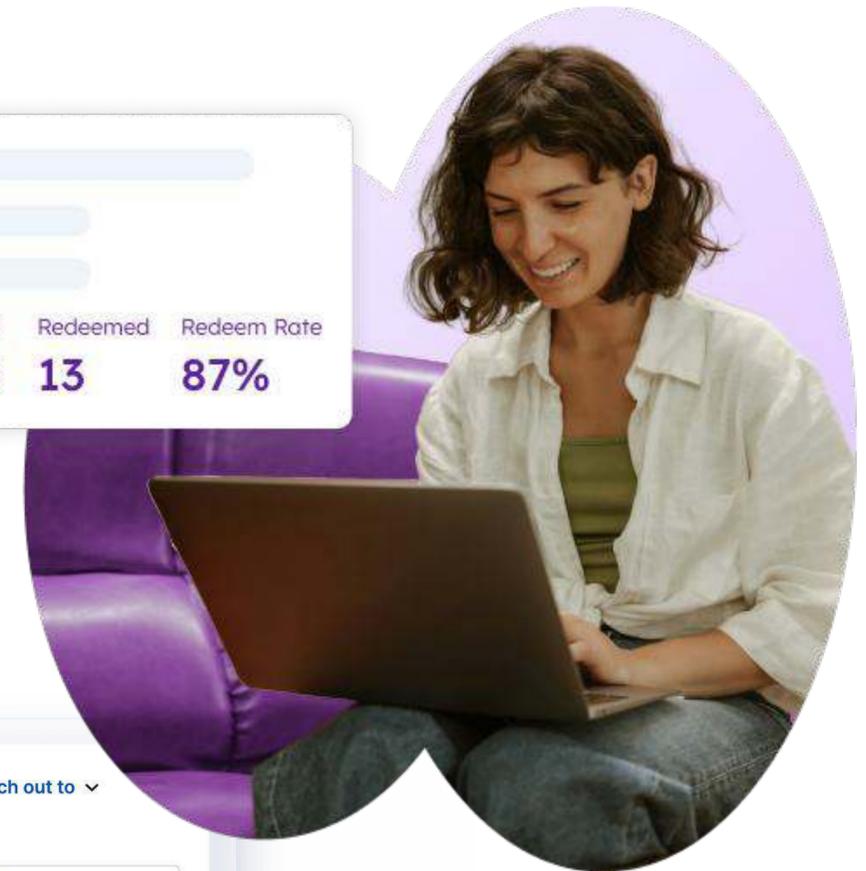
 **65.6% redemption rate**



Build lasting relationships and drive growth with these impactful capabilities

From predictive churn prevention to expansion opportunities and advocacy development, these Demandbase x Reachdesk tools help CS teams deliver personalized, memorable experiences that strengthen customer loyalty and drive sustainable growth.

<u>Demandbase reveals customer signals before they become outcomes</u>	<u>Reachdesk transforms every customer interaction into memorable experiences</u>
Demandbase Prioritized Accounts for CS: Focus on customers showing engagement, product usage growth, or competitive activity so CS teams can proactively prevent churn and identify expansion opportunities.	Reachdesk Creative Services: Get professionally designed, personalized campaigns that strengthen relationships, celebrate milestones, and make every customer feel valued.
Demandbase Customer Insights: Understand the right contacts within your customer accounts, including decision-makers and influencers, by leveraging roles, job titles, mutual connections, and engagement activity.	Reachdesk Marketplace Gifts: Choose from thousands of global and local curated gifts to recognize achievements, say thank you, or surprise customers, saving your team time while driving engagement.
Demandbase Engagement Heatmaps: Visualize which personas at your accounts are actively engaging (or missing) with your customer success content, enabling targeted outreach to strengthen relationships across the full account.	Reachdesk Virtual Experiences: Host memorable online events, workshops, or experiences that deepen connections with distributed customer teams and keep your brand top of mind.
Demandbase Competitive Intelligence: Spot accounts exploring competitors and act quickly with retention or upsell strategies before it's too late.	Reachdesk AI-Powered Personalized Notes: Automatically craft tailored messages for gifts, campaigns, or check-ins, making outreach personal, relevant, and impactful at scale.
Demandbase Customer Expansion: Identify cross-sell and upsell opportunities with intent and engagement signals to grow revenue within your existing customer base.	Branded Landing Pages: Showcase gifts, campaigns, and experiences in a fully branded hub for each customer, tracking engagement and simplifying interactions for your CS team.



84 Accounts

No sales touches (14d) Delvey's Accounts

- Wellness Tech 444 Site Activity
- AI Brain
- Global P
- Phoenix
- Digital L

Wellness Tech 444
Interested

Why Wellness Tech?

- Meeting attendance - Webinar - 2023 B2B Sales
- Showing competitive intent Acme Corp
- Top page visit .../products/account-intelligence/intent/
- Pipeline Predict: Highly likely Sales Intelligence
- Qualification Score: Highly qualified Sales Buyers

Demandbase x Reachdesk: Implementation roadmap for immediate GTM impact

This isn't theoretical strategy: it's a practical, step-by-step guide to activate your integration and drive measurable results quickly.

1. Integrate your platforms

Connect Demandbase and Reachdesk to your CRM (Salesforce, HubSpot) and Marketing Automation Platform (Marketo, Pardot). This creates seamless data flow and automated triggering capabilities across your revenue stack.

2. Define your intelligence triggers

Go beyond basic intent signals. Identify specific account behaviors, competitor research patterns, and engagement thresholds that indicate purchase readiness. Include Customer Success indicators like usage declines, expansion signals, or advocacy potential. Collaborate across Sales, Marketing, and CS to align on trigger events that matter most for each play.

3. Build your campaign tiers (scalable approach)

Tier 1: Enterprise ABM (1:1): Target your top 15-25 strategic accounts. When Demandbase signals high intent, trigger personalized, high-value gifts (premium executive experiences, custom packages) with handwritten notes addressing specific business challenges.

Tier 2: Competitive Displacement (1:Few): For account clusters researching competitors, create automated plays. When Demandbase detects competitive intent, automatically trigger Reachdesk eGifts with messaging highlighting your differentiation and unique value proposition.

Tier 3: Demand Generation (1:Many): For broad segments showing early research signals, use scalable eGifts to encourage meeting bookings while maintaining personalization through account intelligence.

Tier 4: Customer Onboarding & Success: Celebrate new customers with branded welcome experiences. Trigger milestone gifts at key usage thresholds (first successful implementation, team expansion, feature adoption) to reinforce positive momentum.

Tier 5: Churn Prevention: When Demandbase identifies disengagement signals (reduced usage, competitive research, support ticket patterns), trigger supportive gifts paired with proactive CSM outreach to rebuild relationships.

Tier 6: Customer Growth & Advocacy: Reward loyal customers and expansion opportunities. Send gifts for referrals, case study participation, or renewal celebrations to strengthen advocacy and encourage continued partnership growth.

4. Match gifts to moments strategically

Don't just send gifts, send the right message. Align gift value and messaging to account stage and recipient seniority. A \$15 voucher works for meeting bookings, but high-stakes enterprise deals require premium, memorable experiences that reflect the partnership's strategic value.

5. Measure impact, not just activity

Use integrated analytics from Demandbase and Reachdesk to track true business impact. A/B test different gifts, messages, and triggers. Focus on metrics that matter: meeting conversion rates, pipeline velocity, deal size, renewal rates, and revenue attribution. Optimize based on what drives measurable growth.

Dashboard

Quick Cards

- Top Qualified Accounts
- Top Pipeline Predict Accounts
- Prospect Web Traffic
- Top programs by response

7,037 Total Accounts
556 MQA

279 Intent Keywords
168 High

14,5 Unic
4,2

Accounts on your website
6,022 26% ↑

Trending Onsite Engagement

- Adequare Inc.**
20 page views + 19% ↑
- Consensus Sales, Inc.**
120 page views + 19% ↑
- Brannon Industrial Grou...**
5 page views + 4% ↑

Reachdesk Marketplace

- Star Wars Droid Set
- Movie Night
- Wireless Noise Cancelling Headphone
- Lego Creator Space Astronaut
- Logo Cookie + Signature Cookie Gift Box

Reachdesk Insights

Overview Analysis Influence Opportunities Requests

All engagement for previous 3 months

- Gifts offered: **132**
- Gifts Redeemed: **116**
- Meetings Booked: **90**

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

Measuring success: From engagement to revenue impact

True integration value isn't measured by gift delivery rates, it's measured by business outcomes. With [Reachdesk Insights](#) fully integrated with your CRM, track and optimize performance across the complete customer journey. Focus on impact measurement across these critical areas:



Engagement: Monitor gift acceptance rates, follow-up meeting bookings, and content interaction to understand whether your intelligence-driven outreach resonates with target audiences effectively.



Pipeline: Measure gifting influence on opportunity creation, progression velocity, and sales cycle compression. Track meeting conversion rates and stage advancement to quantify deal acceleration impact.



Revenue: Analyze gifting effects on close rates, deal sizes, expansion opportunities, and total ROI. Connect gifts directly to closed business in your CRM to demonstrate clear revenue attribution.



Customer Success: Measure retention improvement, expansion revenue, and advocacy outcomes. Track renewal rates, NPS improvements, and referral generation tied to strategic gifting moments.



Team Adoption: Review how Sales, Marketing, and CS teams use gifting capabilities via adoption rates, spending efficiency, and coordinated account engagement consistency across functions.



49% executive engagement

Insights

Overview Analytics Opportunities

All engagement for last 30 days

Date	Opp Value	Total Spend	Gifts Offered	Gifts Redded
	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			



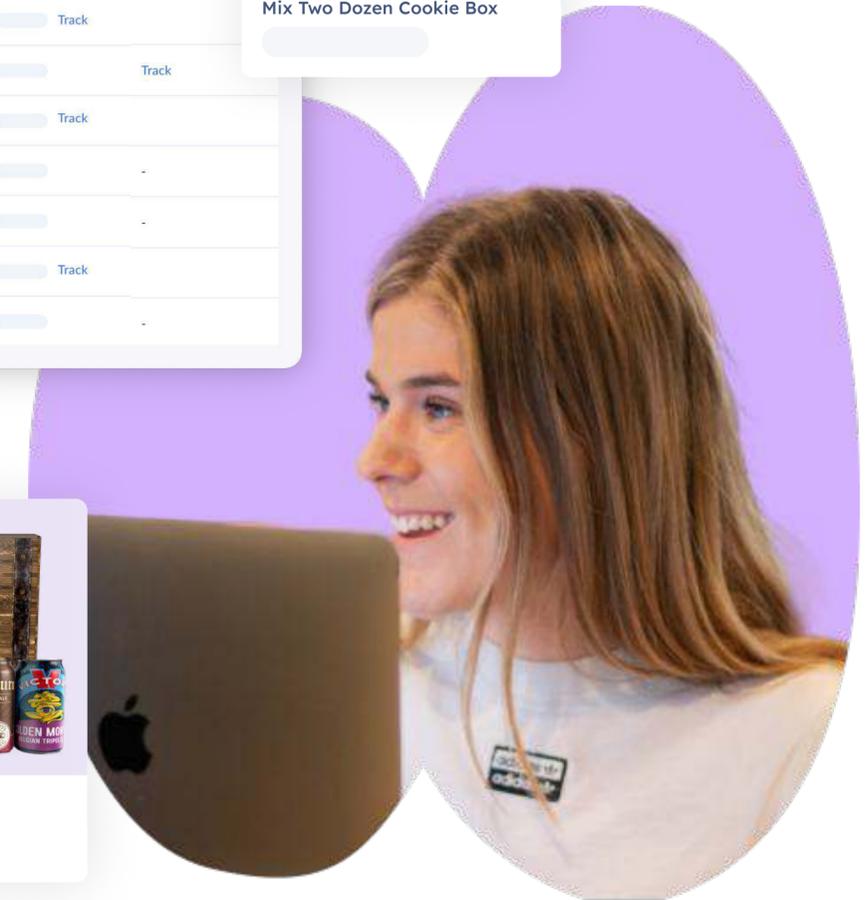
Mix Two Dozen Cookie Box



5X ROI



Beer Gram



The future of B2B engagement is intelligent and human

The traditional B2B playbook is obsolete. Success no longer comes from sending more emails, making more calls, or generating more unqualified leads. It's about being smarter, more thoughtful, and genuinely connected to your prospects and customers.

The Demandbase x Reachdesk integration represents a fundamental evolution:

- ✓ **From reactive to predictive:** Stop waiting for buyers to raise their hands; act on intelligence before they even know they're ready to engage with vendors.
- ✓ **From generic to personal:** End mass blast campaigns and start building authentic connections that resonate with individual account needs and timing.
- ✓ **From siloed to unified:** Marketing, sales, and customer success are no longer separate functions, they're one coordinated revenue team operating from shared intelligence and engagement strategies.

With Demandbase revealing critical account signals and Reachdesk converting them into memorable relationship moments, you don't just chase pipeline, **you create it strategically.**

The choice is clear: **continue guessing, or start connecting intelligently.**

Reachdesk

Transform your insights into relationships today

Ready to discover how Demandbase and Reachdesk can empower your teams to turn account intelligence into meaningful engagement that drives measurable growth?

[Request a demo](#) to see how you can create unforgettable moments at scale

Book a demo

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



reachdesk.com