Reachdesk

Better together:

Growing revenue with

RollWorks and **Reachdesk**

RollWorks helps B2B companies support and align their sales and marketing teams through a pragmatic account-based marketing (ABM) approach – enabling them to identify target accounts and key buyers, reach those accounts across multiple channels, and measure program effectiveness in systems of record.

Reachdesk empowers B2B companies to deliver moments that matter at scale. We help businesses build deeper connections with prospects, customers, and employees through the #1 global gifting platform.

We're on a roll...

Do your marketing and sales teams crave better alignment? Do they want to target top-tier accounts with excellent outreach?

This guide explores why RollWorks and Reachdesk are better together – whether you're working in demand generation, customer success, content, or sales!

Discover how to roll these two great platforms into one seamless experience and accelerate revenue growth with account-based marketing (ABM), triggered engagement, and pitch-perfect gifting.

The RollWorks journey

Identification

Site Traffic Revealer

Deanonymize website traffic in real time. RollWorks' Site Traffic Revealer reliably uncovers anonymous website visitors – offering trusted, actionable insights for enhanced marketing and sales targeting, as well as feeding analytics to better understand your accounts.

Target account selection

Create account lists using multiple data sources such as CRM (Salesforce), MAP (HubSpot) and RollWorks' database of 59 million companies. Prioritize accounts for marketing and sales outreach using B2B intent data.

Sales insights

RollWorks' advanced data science model reveals when accounts are spiking in engagement with your website and ads, so you know exactly when to take action.

Contact selection

Get access to RollWorks' database of 182 million verified contacts and reach key decision makers, and not those from unrelated departments, so you can ensure you're targeting the entire buying committee.

Engagement

Digital advertising

Leverage RollWorks' award-winning display advertising, backed by 15-plus years of experience in the programmatic ad space, to target the right people across the most expansive reach – using advanced machine learning to optimize your ads into a highly effective, revenue-driving channel.

Web personalization

Deliver messaging that hits home with personalized landing pages and content experiences. RollWorks integrates with Folloze, Hushly, and Uberflip.

Direct mail and gifting

Stand out from the crowd and build momentum with target accounts. RollWorks and Reachdesk work together to help you send the right gift at the right time.

CRM and MAP connectors

Integrate with Salesforce, Marketo, or Hubspot for improved alignment between Sales and Marketing.

Email signature

Email signature ads help marketers get the right message and promotions in front of the right buyers.

Sales outreach and automation

Automate personalized email outreach for key decision-makers at the right time. Combine this approach with personalized ads to book more appointments ensuring marketing and sales alignment.

Measurement

Journey events

See how marketing and sales activities are driving account progression, as well as which activities are most efficient – so you can do more of what's working and optimize what isn't.

Journey stages

Gain deeper insights into account behavior, allowing for tailored messaging and strategic engagement at each step of their journey, enhancing ROI and campaign effectiveness.

Account-based dashboard

Obtain a detailed evaluation of your ad campaigns' effectiveness, showcasing specific metrics such as engagement levels, conversion rates, and the direct revenue impact, offering a clear understanding of your advertising ROI.

Ad campaign analytics

View spend, reach, impressions, clicks and more to know what's working with your ABM ads.

Google Analytics:

Measure site traffic and understand web traffic patterns such as time on site, content consumed, sessions, and more.

CRM and MAP connecters:

Sync your Salesforce, Marketo, or Hubspot accounts so your company can see campaign business impact in your shared record of truth.

Contents

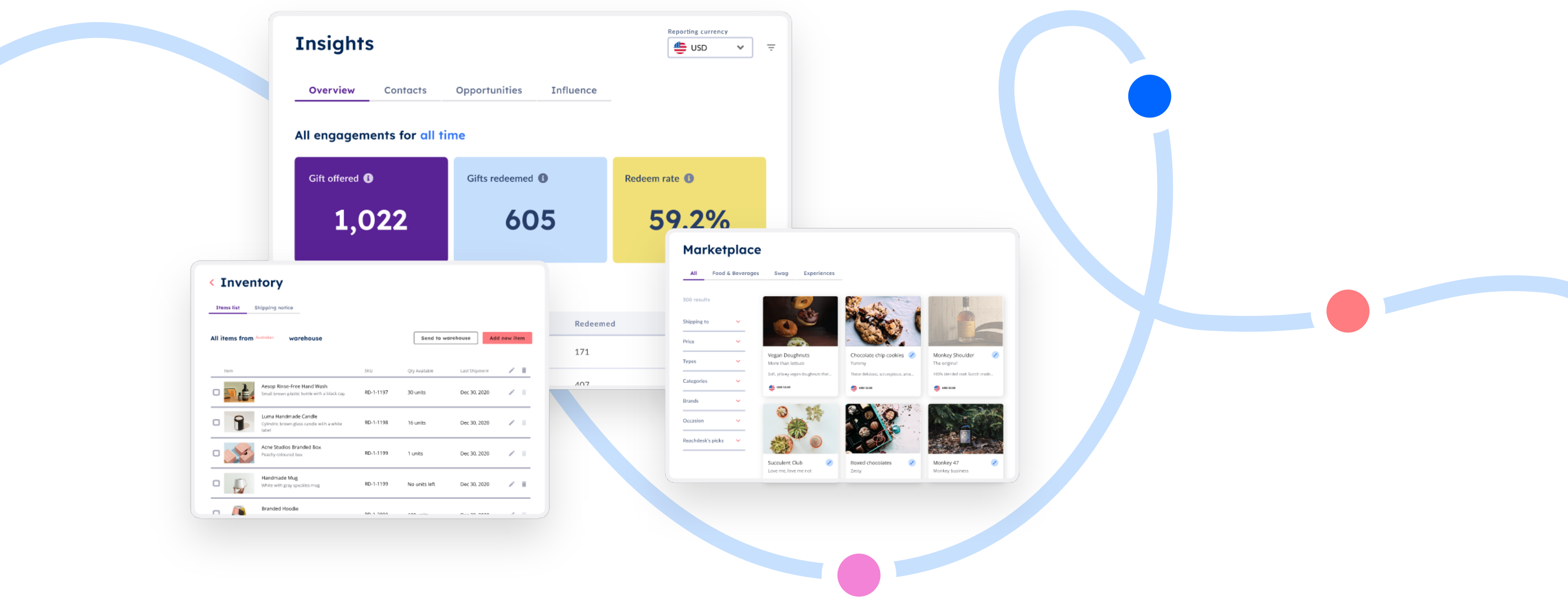
Account intent data

RollWorks offers an array of features that helps marketing and sales teams to align their activities, target high-quality accounts, and grow revenue.

But when it comes to combining RollWorks' capabilities with direct mail, it's worth highlighting one of the platform's most valuable features: account intent data, which reveals certain online behaviors from your target audience that signal what they're likely to do next.

Before a prospect even interacts with your brand, you can use account intent data to gauge their interest and get in front of them before your competition does with targeted messaging.

Advanced machine learning helps you to easily identify intent signals, which you can then use to create triggered engagement campaigns. All this means your teams can target prospects in a smarter way and deliver more efficient engagement, which can help increase ROI for your ABM initiatives.



How it works

Select intent topic

Choose topics for intent tracking from a list of over 6,500 B2B relevant topics.

See accounts with intent

View accounts on a target account list that are demonstrating intent.

Sort accounts by intent level

Prioritize accounts in your target account list based on intent levels, intent topics, and last intent date.

Export your lists

Export a list of accounts on a target account list that are demonstrating intent.

Create custom audiences

Build advertising audiences based on intent levels, intent topics, and last intent date.

Use Intent Playbooks

Engage and nurture accounts demonstrating intent with digital ads via easy campaign set-up and activation.

Why use intent data?

01 Uncover hidden opportunities

Proactively engage accounts that are showing intent to buy or actively researching competition, and gain a strong head start.

02 Accelerate campaigns for marketing growth

Identify the most successful activities your team runs and double down on them to drive even more engagement.

03 Deliver personalization that feels personal

Use real-time information about your buyers to create hyper-personalized campaigns that speak directly to their experiences and needs.

A 2023 study revealed campaigns using intent-based targeting were **2.5x more efficient** than campaigns using standard targeting dimensions. (Foundry)

Sales

73% of B2B buyers want a personalized, B2C-like experience, and have come to expect engagement tailored to their needs (Accenture)

RollWorks' advanced account and contact intelligence empowers sales teams to deliver personalization that actually feels personal, and ultimately drives higher engagement.

By tracking data around active keyword intent, trending topics, and product comparison research, salespeople can create bespoke outreach campaigns to the right accounts and buying team members that address precise challenges and pain points, such as sending memorable physical gifts accompanied by marketing material.

Backed by a demand generation team that can use hidden buyer intent data to source the most promising leads, a RollWorks-powered Sales team can deliver personalized and compelling campaigns to the right audience, at the right time.

Audience: Prospects

Goal: Boost engagement, increase responses, and book more meetings

Gift: Coffee voucher

Subject: **We guess you've bean busy?**

From: to:

Hi [name],

Hope you're well! We've tried to reach out to you a couple of times, but here at **[company name]**, we know how busy **[recipient's role or industry]** can get.

But we also know how important it is to take a rest now and then, so we'd love for you to enjoy a coffee break on us!

Let me know if you have any free spots in your diary for us to sync and get back on track with your account.

We think there's a "latte" of **[value prop]** opportunities you could be missing out on!

Demand generation & ABM

RollWorks looks at historical opportunity data from your CRM to identify and build an Ideal Customer Profile (ICP) fit based on firmographic, demographic, and technographic data.

This is displayed in one platform to help the team determine the most promising leads – as well as the optimal stage to reach out with a gift. This can accompany a relevant piece of collateral, or can perhaps be attached to a webinar or event invitation.

Account intent signals are continuously tracked for these ideal fit customers and factored into the predictive model to determine where accounts are in their buying journey.

The team can also see when a prospect is searching for competitors, and then actively target and engage them with their own campaigns. This integration has freed up our sales team to focus their time and attention on the most rewarding opportunities.

Campaign inspiration

Product: HR software

Gift: Connect 4 board game

Audience: Bottom-of-funnel accounts in either the Aware or Qualified stages

Goal: Encouraging prospects who are aware of your product to book a demo and understand the use cases

Strategy: The physical gift is delivered directly to prospects, accompanied by a handwritten letter inviting them to book a demo

New message

#1: Aware stage

Hi **[name]**,

As a leading provider of innovative HR software, keeping people connected is our bread and butter – so I hope you can unwind with a colleague and enjoy this classic game together.

I'd love to show you how **[company name]** can provide **[prospect company name]** with an agile, state-of-the-art HR solution that optimizes every stage of the employee journey – from onboarding to performance management.

Would you like to join me for a demo of the **[company name]** platform?

All the best,
[Your name]

New message

#2: Qualified stage

Hi **[name]**,

As you probably know by now, at **[company name]**, we're laser-focused on helping fast-growing businesses like **[prospect company name]** keep their workforces connected.

Nothing brings colleagues together like a classic board game, so I hope you can find time to unwind with a colleague and enjoy a few rounds of Connect 4 together!

Our platform allows you to manage the employee experience from every angle, make changes in just a few clicks, and automate everyday tasks to help free up your HR team's time.

I'd love to show you how **[company name]** works. Would you like to join me for a demo?

All the best,
[Your name]

GIF Send

Content

When it comes to engaging leads with content, choosing the right assets will depend on where they currently are in the funnel.

Top of funnel

Customers at this stage realize they have a business problem, and are looking for solutions. Top of funnel content should focus on helping them understand their problem, not on selling a solution.

Middle of funnel

At this stage, customers have identified possible solutions and are weighing their options. Convince them your solution is the right one with messaging that differentiates you from your competitors.

Bottom of funnel

By this stage of the funnel, customers are getting ready to make their decision. They're familiar with your brand by now, so the content you share can focus on your unique value proposition and validating the customer's decision to move forward.

RollWorks helps you see which stage your target accounts are at and impress decision makers with value-packed content that's 100% relevant to their needs.

Stay ahead of the game

Since RollWorks tracks what prospects are researching, it's the perfect way to tailor your content to their interests. Set up trigger sends with Reachdesk that are launched according to engagement.

Make your content truly worth their time by sending a thoughtful physical gift or voucher so they can sit back and enjoy a coffee or treat while they read your thought leadership.

Subject: [Recipient company name] & [company name]

From: to:

Have you seen our recent **[content type] [name of content]**? We've designed it specifically for people in roles like yours who might be struggling with **[pain point]**?

Our recent **[content type] [name of content]** certainly provides food for thought – but we thought we'd still send you a snack box to enjoy while you read it!

Subject: [Recipient company name] & [company name]

From: to:

We're buzzed about our brand-new **[content type] [name of content]** – so enjoy this gourmet honey! Just like our **[product solution/name]**, it's the bee's knees.

[pain point] is a major challenge for many companies – but **[company/ product name]** can help you avoid a sticky situation!

Customer success

Your net dollar retention (NDR) is one of the most important numbers in your revenue model. RollWorks highlights customer intent signals – including buyer readiness, behavioral, and psychographic signals – that hide in plain sight within your own martech systems. The sources can include:

- **Your company website**
- **Your Customer Relationship Management (CRM) system**
- **Your Marketing Automation Platform (MAP)**
- **Competitor and product research**
- **Sales conversation content**
- **Account health scores**

Customer success teams can use this data to detect when a customer's activity signals disengagement or potential upsell opportunities and take a proactive approach.

Prevent churn

Discover when current customers are researching solutions from your competitors. Remind them why your customer experience is second to none with a surprise gift.

Campaign idea:

Gift: Amazon gift card

Strategy: Is your customer's head turning? Let them know you care by sending a gift to mark a professional or personal milestone – such as promotion, birthday, or work anniversary. Keep an eye on their social media for any announcements.

Upsell

Identify when your current customers are looking for additional solutions that your company can offer. Let them know just how expansive your product offering is.

Campaign idea:

Gift: Personalized cupcakes

Strategy: Send content to your customers that highlights features or products that they're yet to try, backed up with data to generate excitement. Sweeten the deal by including a treat they can enjoy while reading about your solutions.

Cross-sell

Learn when another branch or department of your client company is researching a solution your company provides. Start building relationships across departments.

Campaign idea:

Gift: Personalized bottle of wine or spirit

Strategy: Lean on your engaged stakeholders to introduce you to contacts in different departments. Follow up by sending both individuals a personalized bottle of wine or spirit, along with a note to say "cheers" for the introduction.

Reach out at the right time

In any of the scenarios above, nurture your customer relationship by creating and sending branded swag using Reachdesk's Merchandise Builder.

Items like water bottles and hoodies let your customers know you're thinking of them, and can be used everyday – so you'll stay on their mind, too.

Whether you're sending some swag, marketing material, or a bundle of both, customer success teams can automate sends based on any of these triggers. You can also experiment with triggered sends based on data points such as industry and job title as a way to discover which stage of the funnel is optimal for gifting.

Audience: Customers

Goal: Boost engagement and reduce churn

Gift: Potted desk plant

Subject: [Recipient company name] & [company name]

From: to:

Hi [name]

Hope you're well! We've tried to reach out to you a couple of times, but here at **[company name]**, we know how busy **[recipient's role or industry]** can get.

It's important to us that every customer sees growth with their **[company name]** partnership – and it feels like our flower is starting to wilt, ever so slightly!

Let's pick up where we left off to ensure you're making the most of our platform. Come rain or shine, this partnership has the potential to bloom, so don't hesitate to get in touch.

Get the ball rolling

Want to learn more about combining RollWorks and Reachdesk to empower your teams and enrich your campaigns?

Get in touch with a friendly Reachdesk expert today by emailing hello@reachdesk.com

Request a demo to find out how Reachdesk can help you deliver moments that matter at scale.

Reachdesk

@ReachdeskHQ

G2 Reviews

reachdesk.com