

Better Together: Level Level up your pipegen with gifting to former customers



Quick hits, when engaging former customers with gifting

Boosting pipeline:

- ✓ **5X higher response rates** when compared to cold outbound
- ✓ **10% reply rate**
- ✓ **9% activity-to-opportunity conversion**

Winning revenue:

- ✓ **44% win rate**
- ✓ **Deals close 1.5X faster**
- ✓ **22% higher ACV** when using Champify contacts and gifting on a deal



Our most successful channel over the past two quarters has been **blending warm champion selling with gifting**. Achieved by starting with a Champify lead and engaging with a personalized message with a Reachdesk touch, we managed to have our **best quarter ever of AE self-generated pipeline**.



Ben Gobbitt, Global Director of Sales at **Reachdesk**

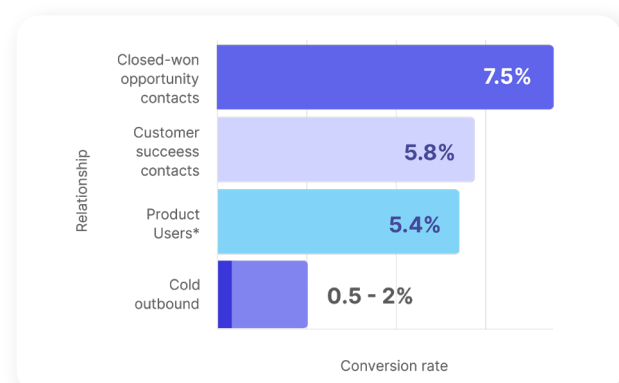
Why engage your former customers?

Engaging former customers is an efficient and fruitful strategy – they are **5x more likely to convert** from outreach to a qualified opportunity compared to cold outbound activities.

Further down the funnel, opportunities with a former customer in the buying committee are **2.5x more likely to close** and will close faster.

Reachdesk brought on Champify's job monitoring software to keep tabs on their:

- ✓ **Buyers**
- ✓ **Users that have sent gifts**
- ✓ **Key post-sale contacts**
- ✓ **Prospects who accepted a gift**



When these key people move to target accounts, Reachdesk's AEs reach out to break into the account or to bring them into an active deal. Champify surfaces LinkedIn URLs and new emails, making it seamless to reconnect with ex-customers at their new job.

Achieving 5X higher response rates with corporate gifting

The first step in the sales sequence for former customers is a landing page that congratulates and celebrates their new job. By using personalized corporate gifting as the first touch, Reachdesk provides a warm welcome as that prospect begins a new role at a new company. This approach isn't about making a hard pitch or asking for a meeting; instead, Sales leave a positive impression with a thoughtful gesture, which drives positive associates down the sales funnel. As a result, Reachdesk saw **9% of their outreach** convert into opportunities.



A key part of our strategy is **creating advocates and building long term relationships**. Gifting and job changes help us do this, leading to increased response rates and pipeline. It used to **take the team hours** to manually find champions who have moved roles. **Now, it is an automated signal.**



Ben Smith, Director of Marketing at **Reachdesk**

A response from a former customer that was happy to reconnect:

Hi Kia

Thanks for your email and the gift - I look forward to receiving that as I'm sure it will go down nicely over the Christmas period :-).

Yes would be great to sync up and potentially have a demo (although think that will be more useful to the wider team perhaps - that have not used Reachdesk). I have already mentioned you to our VP of EMEA but since I'm still very new then I'm not 100% sure of how we manage things currently and if there is appetite to change things up for 2025.

I could try and speak Friday of this week, but if I'm honest then despite thanksgiving then my diary is still looking fairly hectic as I work to quickly get up to speed on everything and build out the plans for next year.

Can we play by ear - but at the moment I am clear at 11am on Friday.

Thanks ever so much and please say hi back to Ben, Rhian and the team for me.

Best regards,

Katie

SEND

44% win rate with former customers

In the 6 months since launch, Reachdesk has **won 44% of the revenue** sourced by Champify. Not only are deals closing at a higher rate compared to those sourced via cold outbound, but they are closing **1.5X times faster**.



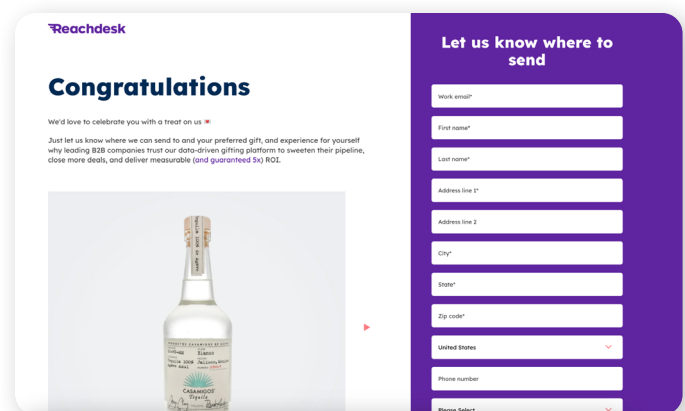
Once you've met with key stakeholders, a lion's share of decision conversations will be happening when you're not in the room. This means **it's imperative to have a strong champion** that advocates for us internally. **Champify has been instrumental** in helping us identify and connect to previous users that sell for you internally, introduce you to the right decision makers and expedite sales cycles - even overseeing procurement processes as well.



Sarah Boyle, Mid-Market Account Executive at **Reachdesk**

Interested in targeting your former customers with a gift campaign?

Champify and Reachdesk have teamed up to offer select Reachdesk customers access to **1,000 leads at target accounts**. We'll identify which buyers and users have moved onto companies in your target account list and share those with ICP titles to help you focus your outreach.



Reach out to your Reachdesk rep to get started!

Not yet a Reachdesk customer?

Speak to our team