



Driving integrated marketing success: How Iterable accelerated pipeline growth with corporate gifting

350 pipeline opportunities



ITERABLE

Company name: Iterable

Headquarters: United States

Company size: 500-1000 employees

Industry: Martech Software Development

Teams using gifting: Marketing, Sales, BDR, Customer Success

Main gifting use case: Account-based marketing (ABM), field marketing, pipeline growth, customer engagement, sales enablement

350

pipeline opportunities driven by thoughtful, integrated marketing and sales campaigns since Reachdesk implementation — **with 91 closed-won deals influenced in 2024.**

6x

increase in gifting activity with 12,000+ gifts sent since 2021.

49%

engagement from executive sponsors with a notable rise in closed-won rates from direct mail.

Top 5

pipeline drivers: Gifting and direct mail lead the way in opportunity generation.

Iterable is the AI-powered communication platform that organizations trust to build deeper customer relationships through personalized, real-time engagement. With Iterable, leading brands like Priceline, Fabletics, Blockchain, and GitLab deliver seamless cross-channel experiences by turning data into action and continuously optimizing for maximum impact. The marketing team at Iterable plays a critical role in the company's success, driving growth, strengthening retention, and pushing the boundaries of what's possible in customer engagement.

We spoke with **Katie Gray**, Senior Integrated Marketing Manager at Iterable, to learn how Reachdesk has played a pivotal role in their success.



Katie Gray
Senior Integrated Marketing Manager
at Iterable

The challenge: Outgrowing legacy gifting solutions

With over 1,200 customers across 50+ countries and a newly opened Lisbon hub—marking six offices around the world—Iterable is rapidly expanding its global footprint. As Iterable expanded, the marketing team identified a need for a gifting solution that could enhance field marketing, ABM, and sales enablement, while accelerating pipeline growth and boosting stakeholder engagement. Initially, Iterable’s US-only-based corporate gifting solution met their needs, but as their program expanded and became a more significant focus, they realized the platform lacked the global capabilities and seamless integration with their tech stack necessary for continued growth.

After evaluating various corporate gifting solutions, including Alyce and Sendoso, Iterable chose Reachdesk for its comprehensive global capabilities and superior martech integrations. This decision aligned with the team’s goal to scale globally and improve engagement with decision-makers, specifically through field marketing and ABM.

The solution: Reachedesk’s global, integrated marketing gifting platform

Iterable implemented Reachdesk to streamline gifting across marketing and sales, enabling highly personalized campaigns that supported their international expansion plans. Reachdesk’s robust features, including dynamic gift sending options, landing pages, and warehousing, provided a consolidated solution for Iterable’s integrated marketing efforts.



“The ease of use, the ability to send gifts dynamically, and the flexibility Reachdesk offers across regions really stood out. It made it much easier for us to execute campaigns globally and prove the ROI.”

Katie Gray, Senior Integrated Marketing Manager

Additionally, Reachdesk’s comprehensive reporting and insights were crucial in enhancing Iterable’s ability to track gift performance and campaign results. This helped the team optimize their strategies and drive engagement. Paired with Reachdesk’s integrations like Salesforce, 6sense, Outreach, and Zapier allowed Iterable to target the right prospects at the right time, streamline workflows, and improve data syncing across platforms.



“The reporting capabilities in Reachdesk are far superior to what we had before, and it’s made a huge difference in how we track and prove the effectiveness of our campaigns.”

Katie Gray, Senior Integrated Marketing Manager

Another key feature for Iterable was Reachdesk’s swag warehousing solutions, which helped manage and store event items like branded apparel and promotional products. This streamlined the logistics of field marketing, eliminating delays from shipping and customs. By centralizing swag, Iterable could scale global campaigns with ease.

The results: 350 opportunities in pipeline & engaged decision-makers

Since its adoption in 2021, the Reachdesk platform has proven indispensable in supporting Iterable's integrated marketing strategy. The team has seen significant success, particularly with ABM and field marketing, increasing opportunities and MQLs, driving pipeline growth, and improving engagement with key stakeholders.

Some notable results include:



Pipeline:

Thoughtful, integrated gifting campaigns drove 350 opportunities over 4 years — influencing 91 closed-won deals in 2024.



Adoption:

Gifting activity surged, with 12,000+ gifts sent since 2021, marking a 6X increase.



Engagement:

Direct mail campaigns achieved a 49% engagement rate from executive sponsors, leading to a notable rise in closed-won rates.



Top Performers:

Gifting and direct mail emerged as one of the top five pipeline drivers, leading the way in opportunity generation.



“Reachdesk has been a fundamental part of building growth and pipeline year over year, and scaling that growth globally.”

Katie Gray, Senior Integrated Marketing Manager

Iterable uses corporate gifting not just for event marketing and seasonal sends, but also for creative ABM campaigns aimed at driving product adoption. A standout example was the launch of their new AI suite. Partnering with the Reachdesk Project Management team, Katie designed a custom bundle featuring Iterable-branded fortune cookies and magic 8-balls with marketing slogans inside. This playful, memorable campaign not only showcased their new predictive analytics feature but also sparked curiosity and engagement, seamlessly blending product promotion with a fun, unique experience.



Project bundle created by Iterable and Reachdesk for their AI suite launch.

In addition to supporting ABM and field marketing, Reachdesk empowered Iterable's sales, BDR, and customer success teams with the ability to tailor campaigns and directly contribute to business outcomes. From door openers to pre-demo incentives, and thank-you gifts, each team found new ways to use gifting for greater engagement and success.



“Reachdesk freed up more time for our sales and marketing teams. It’s allowed us to focus on actual marketing strategy rather than the logistics of sending gifts. It’s made our sales process much more self-serve.”

Katie Gray, Senior Integrated Marketing Manager

To the BDR team's surprise, another benefit surfaced when they encountered challenges with reaching hard-to-reach contacts. By using Reachdesk's email capabilities alongside their own, Iterable's team ensured their corporate gifting campaigns broke through the crowded inbox. The combination of varied email formats and multi-channel engagement helped messages stand out, while automated email reminders kept outreach consistent—unlocking greater conversions and ensuring no opportunity was missed.

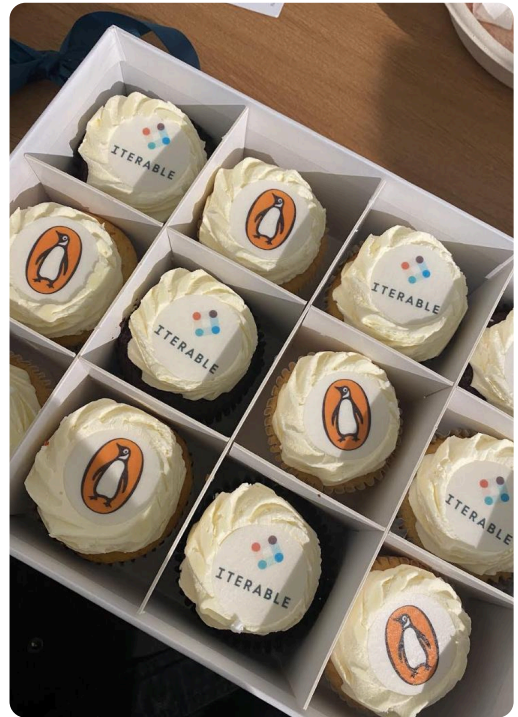
Looking ahead: Scaling gifting beyond GTM

Looking ahead, Katie plans to further expand Reachdesk's role in Iterable's field marketing and ABM strategies. The team is excited to test more corporate gifting-led campaigns targeting competitors to scale their ABM efforts. Additionally, they aim to empower CSMs to create bespoke, proactive customer engagement strategies driven by hyper-personalised gifting.



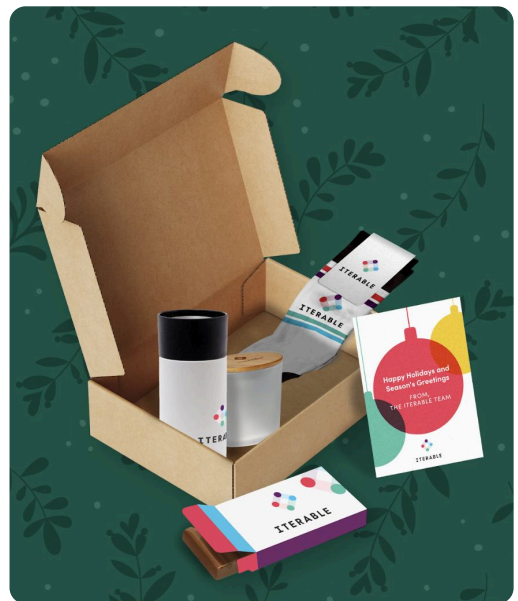
“Reachdesk has been integral to scaling our ABM strategy and pipeline growth. We’re excited to continue using the platform in 2025 to further optimize and personalize our gifting efforts.”

Katie Gray, Senior Integrated Marketing Manager



Reachdesk's impact, however, extends beyond external marketing and sales efforts. Reachdesk for People, our people product, has already proven effective in boosting internal morale by celebrating Iterable's team achievements and strengthening their culture—a use case they plan to explore further this year.

In the meantime, Reachdesk continues to empower Iterable's marketing team with a global, scalable gifting solution, making it a key driver of pipeline growth, customer engagement, and field marketing success. With seamless integrations, flexibility, and ease of use, Reachdesk has proven to be much more than just a gifting platform—it's a critical tool for Iterable's success.



Ready to **drive growth** with global, integrated gifting solutions like Iterable?

[Book a demo with Reachdesk now](#)