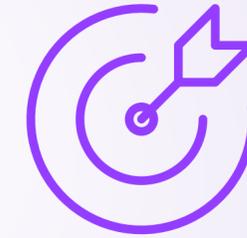


Reachdesk

- ✘ **Stop blasting.**
- ✔ **Start gifting.**

The tactical playbook for demand gen teams

How to drive pipeline with strategic gifting across every motion, every channel, every stage.



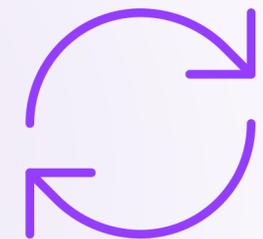
ABM



EVENTS



MQL NURTURE



RE-ENGAGEMENT

The demand gen problem no one talks about

Why your pipeline plays aren't working as hard as they used to

You've got the tech stack. The sequences. The ads. The content. And yet, response rates are falling, MQLs are harder to convert, and your events are getting a fraction of the attendance they did a few years ago.

Here's the uncomfortable truth: so does everyone else. That's why it's harder than ever to break through the noise and differentiate. Your buyers are living in the same inboxes, seeing the same LinkedIn ads, attending the same virtual events. And now, with AI making it easier than ever to produce content at scale, the digital noise is only getting louder. Digital saturation isn't coming, **it's already here.**

The insight that changes everything

B2B buyers receive [120+ emails per day](#). The average cold email open rate has dropped [below 20%](#). But a well-timed email offering a physical gift to redeem? [Open rates can exceed 85%](#). And the downstream impact on pipeline is measurable.

Gifting isn't a replacement for your demand gen engine, it's the amplifier. It makes your emails get opened, your events get attended, your sequences get responses, and your stalled deals get unstuck. This playbook shows you exactly how.

What [gifting does to your pipeline in numbers](#)

52%

average increase in response rates when gifting is added to outreach sequences

5x

increase in opportunities generated by demand gen teams using Reachdesk

28%

rise in digital channel engagement after a physical gifting touch

76%

increase in virtual event attendance with pre-event gifting

120%

increase in post-event conversion rates using gifting follow-ups

165%

boost in won business for teams with a structured gifting program

Contents Page

Chapter 1

Where gifting lives in your demand gen stack	3
---	----------

Chapter 2

The playbook: 14 demand gen gifting plays	4
--	----------

Motion 1: Cold outreach and ABM door-openers	4
---	----------

Motion 2: Events & webinar pipeline	5
--	----------

Motion 3: MQL nurture & conversion	7
---	----------

Motion 4: Re-engagement campaigns	8
--	----------

Chapter 3

How to build your demand gen gifting program	11
---	-----------

Chapter 4

The metrics that matter	13
--------------------------------	-----------

Chapter 5

Your pipeline isn't going to fix itself	14
--	-----------

Chapter 1

Where gifting lives in your demand gen stack

Hint: it's not a separate channel. It makes every other channel work better.

Think of gifting less as a standalone tactic and more as a force multiplier, something you layer on top of the motions you're already running. Here's how it maps to your existing demand gen workflow:

Your Motion	How Gifting Amplifies It
Cold Outreach / ABM	A gift before or alongside your first email makes you impossible to ignore. It earns the reply that starts the conversation.
Email Nurture Sequences	Drop a gift at the right moment in a sequence, especially after no-reply, and watch response rates jump 50%+.
Event & Webinar Pipeline	Pre-event gifts drive show-up rate. During-event gifts drive participation. Post-event gifts drive follow-through.
Paid & Content-Led Demand	Gifting to content downloaders or ad responders who haven't converted yet is a high-ROI re-engagement play.
Re-engagement Campaigns	Stale MQLs and cold accounts respond to gifting when they've stopped responding to everything else.

💡 How to integrate gifting with your existing tools

Gifting platforms like [Reachdesk](#) integrate natively with [Salesforce](#), [HubSpot](#), and [Marketo](#), so you can trigger gifts automatically based on CRM signals, enrol contacts into gifting sequences, and [track campaign performance](#) without leaving the tools you already use.



Chapter 2

The playbook: 14 demand gen gifting plays

Steal these. Adapt them. Run them this quarter.

Motion 1: Cold outreach and ABM door-openers:

Getting into accounts that have gone quiet on every other channel

ABM is only as good as your ability to actually reach the account. Gifting is what gets the door open, and keeps it open once you're in.

Gifting Play 1: [ABM] The Pain Point Mailer

1. When to use it: You're targeting a specific segment and you know exactly what problem keeps them up at night. You need something that makes them feel seen before you've ever spoken.

2. The play: Build a bundle that physically represents their pain, and your solution. ServiceTitan sent a custom pill bottle of mints labelled 'Headache Relief for Commercial Contractors' alongside a neck and shoulder pad. The message? We understand your tech stack is giving you a headache. Resulting in a **99.8% redemption rate** and multiple new opportunities created from a single send.



Pro tip:

The gift should make them laugh or say 'that's so us' before they even open the follow-up email. Brief your creative team on the top 3 objections before concepting.

Gifting Play 2: [ABM] The VIP Door-Opener Bundle

1. When to use it: You're targeting senior decision-makers at high-value accounts who haven't responded to any digital outreach. You need to get their attention without feeling like another cold call.

2. The play: Invest in a premium, personalized bundle that signals you've done your homework. Tealium sent travel-themed kits packed with scratch-off world maps, instant cameras, branded Kindles, and branded travel accessories to decision-makers in high-value travel sector accounts. The gift connected directly to their industry and lifestyle. High-touch, high-relevance, impossible to ignore.



Pro tip:

Premium door-openers work best on accounts where the lifetime value justifies the spend. Reserve them for your top 20-50 target accounts and pair with a personalized one-line note, not a paragraph.

Gifting Play 3: [ABM] The Two-Part Story Campaign

1. When to use it: You've made initial contact but the account has gone cold. One-off gifts get forgotten: a campaign with a narrative arc doesn't.

2. The play: Run a two-part gifting sequence where each gift builds on the last, tied together by your brand story or a relevant partnership. [SentinelOne](#) leaned into their Aston Martin F1 cybersecurity partnership: first an Aston Martin LEGO set, then an Aston Martin remote-control car weeks later. The second gift reminded them of the first, restarted the conversation, and generated **\$1.1 million in pipeline.**



💡 Pro tip:

The second gift should feel like the payoff to the first. Plan both before you send either — the connection between them is what makes it memorable.

📅 Motion 2: Events & webinar pipeline: Driving attendance, participation, and post-event conversion

Events are expensive. Low show-up rates, passive audiences, and zero follow-through are how that investment evaporates. Gifting solves all three, at every stage of the event lifecycle.

Gifting Play 4: [Events] The Attendance-Driving Pre-Event Gift

1. When to use it: You've got a webinar or event coming up and your registration-to-attendance conversion is lower than you'd like. You need people to actually show up.

2. The play: Send a Starbucks or Uber Eats eGift redeemable in the hour before the event starts, so people grab a coffee or lunch and sit down ready to attend. Sailthru ran this play and **increased webinar attendance by 76%**. Pair it with a reminder email that says: 'Your [coffee / lunch] is on us. See you in 60 minutes.'



💡 Pro tip:

Make the voucher redeemable for a limited time around the event (for example, the day of the event). This creates urgency and keeps the gift tied to the moment.

Gifting Play 5: [Events] The Edible Invite That Gets Opened

1. When to use it: Your event invite emails are getting lost in inboxes. You need a way to make the invitation itself a moment worth talking about.

2. The play: Send your invitation printed on a cookie, cake, or branded sweet, delivered to the recipient's address using [Reachdesk's Address Confirmation](#) feature (no address required upfront). Include a QR code on the packaging that links directly to the registration page. **The open rate on a box of cookies is 100%.** The shareability is built in.



💡 Pro tip:

Segment your send. Save the edible invite for the **50-100 accounts** you most want in the room, the rest can get a standard email invite.

Gifting Play 6: [Webinar] The Re-Engage No-Show Play

1. When to use it: 20-40% of your registrants didn't show up. They've already expressed interest, they just didn't make it. Don't let them go cold.

2. The play: Send no-shows the on-demand recording alongside a coffee eGift with a simple message: 'You missed it, but we saved you a seat. Watch back with a coffee on us.' This turns a missed attendance into a second engagement touchpoint. The gift creates a positive association with the outreach rather than a guilt trip.



💡 Pro tip:

Segment no-shows from attendees in your CRM and enrol them in a separate post-event track. The no-show sequence should feel warmer and lower-pressure than the standard follow-up.

Gifting Play 7: [Event] The Post-Event Pipeline Accelerator

1. When to use it: Your event is done. You've got a list of attendees who are warm but haven't yet converted to meetings or demos. You need to keep the momentum going.

2. The play: Send a themed gift that extends the event experience, something connected to what they saw, learned, or discussed. Pair it with a personalized follow-up note: 'Loved having you at [event]. This made me think of our conversation about [specific topic], would love to continue it.'

Cint turned booth swag into a strategic post-event gifting program. Using locally relevant items such as Roman coasters in Athens and Eiffel Tower biscuits in Paris sparked more meaningful booth conversations and extended engagement after the event.



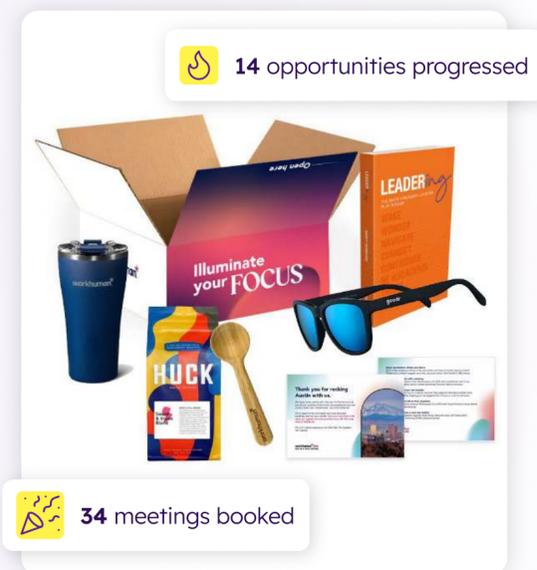
💡 Pro tip:

Reference something specific from the event in your follow-up note. 'Thanks for coming' is forgettable. *'I remembered you asked about X and this made me think of that'* is not.

Gifting Play 8: [Event] The Post-Annual-Event Re-Engagement Play

1. When to use it: Your event is over and the buzz is fading. You want to re-engage attendees, book follow-up meetings, and start building momentum for next year's event.

2. The play: Send a themed follow-up gift that reconnects recipients to the event they just experienced while pointing them toward the next one. After [Workhuman Live 2024](#), Workhuman ran a “Fuel Your Focus” campaign sending personalized boxes to key prospects. Each included a branded tumbler, locally roasted coffee from Colorado (host of WHL 2025), a bamboo coffee scoop, Texas BBQ sauce referencing the 2024 host state, branded sunglasses, and a book from one of the event's keynote speakers. The message: “Fuel Your Focus.” A simple follow-up note invited recipients to continue the conversation and secure their spot for Workhuman Live 2025. From **100 boxes sent**, the campaign generated **95 ICP responses**, **34 meetings booked**, and **14 opportunities progressed**.



💡 Pro tip:

Use the gift to bridge **last year's experience and next year's event**. When the follow-up ties the two together, signing up again feels like the natural next step.

🌱 Motion 3: MQL nurture & conversion: Turning hand-raisers into pipeline before they go cold

An MQL is a signal of intent, not a guaranteed conversion. Most of them go cold before sales ever gets to have a meaningful conversation. Gifting at the right moment in the nurture journey changes that.

Gifting Play 9: [MQL Nurture] The Mid-Sequence Gift Drop

1. When to use it: An MQL is sitting in a nurture sequence. They've opened emails but haven't responded. They're interested but not ready. You need something that breaks the pattern.

2. The play: At the 3rd or 4th touchpoint in your nurture sequence, trigger a gift send instead of another email. A wellness kit, a coffee bundle, or a simple branded item paired with a message like 'We noticed you've been checking us out, we thought we'd say hi properly' changes the nature of the relationship from one-sided to reciprocal. This is the play that gets the reply.



💡 Pro tip:

Set up the trigger in Salesforce, HubSpot, or Marketo so the gift fires automatically when a lead reaches a certain engagement score or email open threshold. The automation is what makes this scalable.

Gifting Play 10: [MQL Nurture] The Demo-Trigger Gift

1. When to use it: A prospect has agreed to a demo or discovery call. You want to make sure they show up and that they arrive in the right frame of mind.

2. The play: Send a gift immediately after they book, with a note confirming the meeting: 'We're looking forward to showing you what [product] can do. This is for you in the meantime.'

Mindtickle did this for C-level executive conversations by sending a presentation box containing earbuds, a wooden coaster, a collapsible water bottle, and snacks. Items designed to be used during the call. **Result: 65.6% redemption rate, 29 new opportunities, 2 deals won.**



💡 Pro tip:

Match the quality of the gift to the value of the meeting. A demo with a VP or C-level warrants a premium gift. An SDR discovery call warrants something small but thoughtful.

🔄 Motion 4: Re-engagement campaigns: Waking up cold accounts and stalled deals that went dark

Every demand gen team has a graveyard of leads that showed intent and then went quiet. Cold accounts in your target list. Stalled deals that stopped progressing. MQLs that never converted. Gifting is the highest-ROI play for waking these up.

Gifting Play 11: [Re-Engagement] The We Haven't Forgotten About You Bundle

1. When to use it: An account expressed interest 3-6 months ago and has gone completely dark. No response to emails, no engagement with content. You need a non-digital touch that restarts the conversation.

2. The play: Send a re-engagement bundle themed around a cultural moment, seasonal hook, or relevant industry trend, something that feels timely rather than desperate.

Divvy's Winter Olympics bundle (USA hat, socks, hot chocolate, branded mug) went to customers as a second touchpoint after email silence. The theme gave them something to respond to that wasn't just 'are you still interested?'



💡 Pro tip:

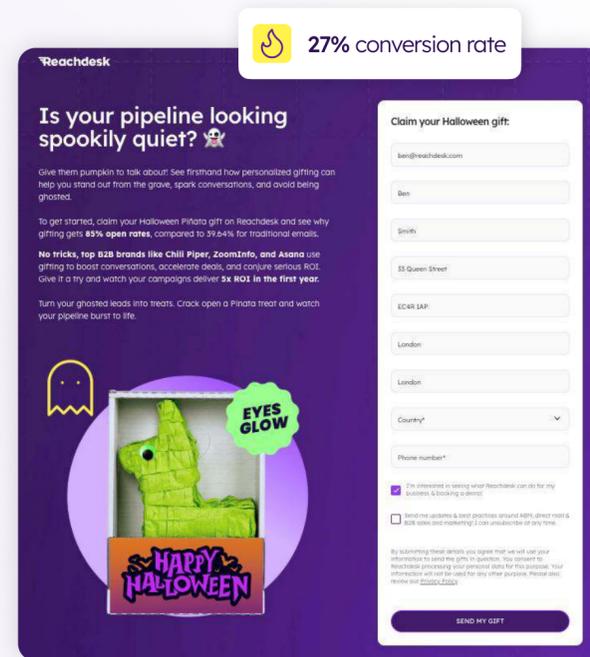
Never make a re-engagement gift feel like a last-ditch attempt. It should feel like you thought of them, not that you need them. The message should be warm and low-pressure.

Gifting Play 12: [Re-Engagement] The “Wake the Dead” Halloween Campaign

1. When to use it: Your pipeline has gone cold. Prospects who once showed interest have stopped replying and traditional follow-ups aren’t getting a response.

2. The play: Run a seasonal “Wake the Dead” Halloween re-engagement campaign to bring dormant prospects back into the conversation. Reachdesk executed this play by sending a Halloween-themed gift paired with a dedicated landing page and the message: “Thought we’d haunt you one last time. No tricks, just treats.”

The seasonal hook made the outreach feel playful instead of pushy, while the landing page created an easy path to re-engage and book time. The result was a **27% conversion rate**, proving that creative timing and gifting can revive conversations that seemed completely dead.



💡 Pro tip:

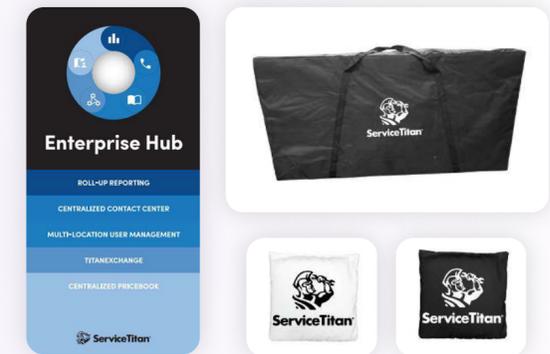
Make the theme consistent across gift, message, and landing page. When the whole experience tells the same story, the campaign feels intentional rather than gimmicky.

Gifting Play 13: [Re-Engagement] The Stalled Deal Unsticker

1. When to use it: A deal has been sitting in a late stage for weeks. The champion has gone quiet. The business case is there but something is blocking it.

2. The play: A premium, unexpected gift sent directly to the champion (or the blocker, if you know who they are) with a personalized note referencing the specific conversation creates a moment that forces re-engagement.

ServiceTitan sent custom cornhole game sets to enterprise prospects they’d been trying to reach for years, and booked meetings with accounts that had previously been unreachable. The gift was the conversation starter that no email could be.



💡 Pro tip:

Include a clear, low-friction CTA in your note, not ‘let’s talk about the deal’ but ‘would love 20 minutes to share something new that’s relevant to what we discussed.’ Give them a reason to re-engage, not just a reminder.

Gifting Play 14: [Re-Engagement] The Competitor Takeover

1. When to use it: Your prospects are currently using a competitor. They know your brand but haven't actively considered switching. You need a reason to re-open the conversation.

2. The play: Send a 1:1 direct mail bundle that introduces your brand while subtly positioning you as the alternative. Intsights ran this play targeting IT security prospects in the UK, sending a custom gift box that combined a premium experience with product education.

Each package included an Intsights-branded coffee tumbler, premium chocolate, and a one-pager postcard explaining Intsights' capabilities. The goal wasn't a hard sell, it was to create a memorable moment that put the brand back on the prospect's radar and opened the door for follow-up conversations.



Pro tip:

Make the packaging part of the experience. Intsights worked with Reachdesk to create a fully bespoke mailer, from the box design to the contents, turning a simple outreach into something recipients actually stopped to open and engage with.

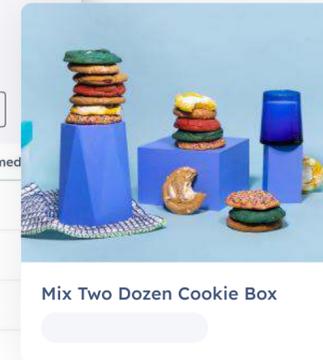
 **49%** executive engagement

Insights

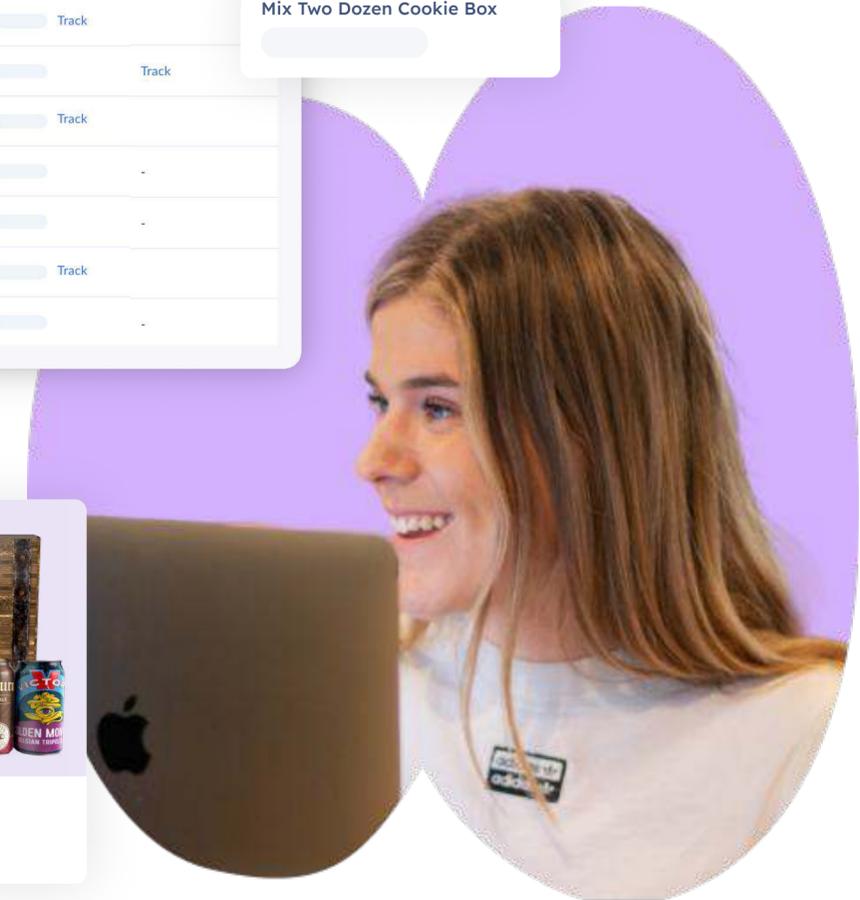
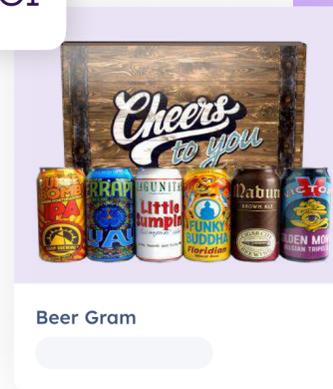
Overview Analytics Opportunities

All engagement for last 30 days Filters

Date	Opp Value	Total Spend	Gifts Offered	Gifts Redemmed
	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			



 **5X ROI**



How to build your demand gen gifting program

From first campaign to always-on motion in 4 steps.

Step 1: Pick your first motion

Don't try to run all four motions at once. Pick the one where you have the most to gain right now, the leakiest part of your pipeline, and start there. Most teams start with either cold outreach (fastest ROI to demonstrate) or event pipeline (easiest to measure lift).

Quick-start recommendation

If you're not sure where to start, run a single pre-event eGift play on your next webinar and track attendance lift vs. your last three events. It's low-cost, fast to set up, and gives you clean before/after data to take to leadership.

Step 2: Define your gift tiers

Not every prospect or moment warrants the same level of investment. Set spend tiers in advance so your team has a framework to work from.

Tier	Spend Range	Best for
Digital / eGift	\$5-\$25 per send	Webinar nudges, MQL sequence drops, high-volume nurture. Fast, trackable, scalable.
Light Physical	\$25-\$75 per bundle	Mid-funnel nurture, event follow-ups, re-engagement at scale.
Premium Bundle	\$75-\$200 per bundle	Strategic ABM door-openers, senior stakeholder outreach, demo-booking gifts.
High-Touch VIP	\$200+ per bundle	Top 20-50 target accounts, C-level decision makers, deal-closing moments.

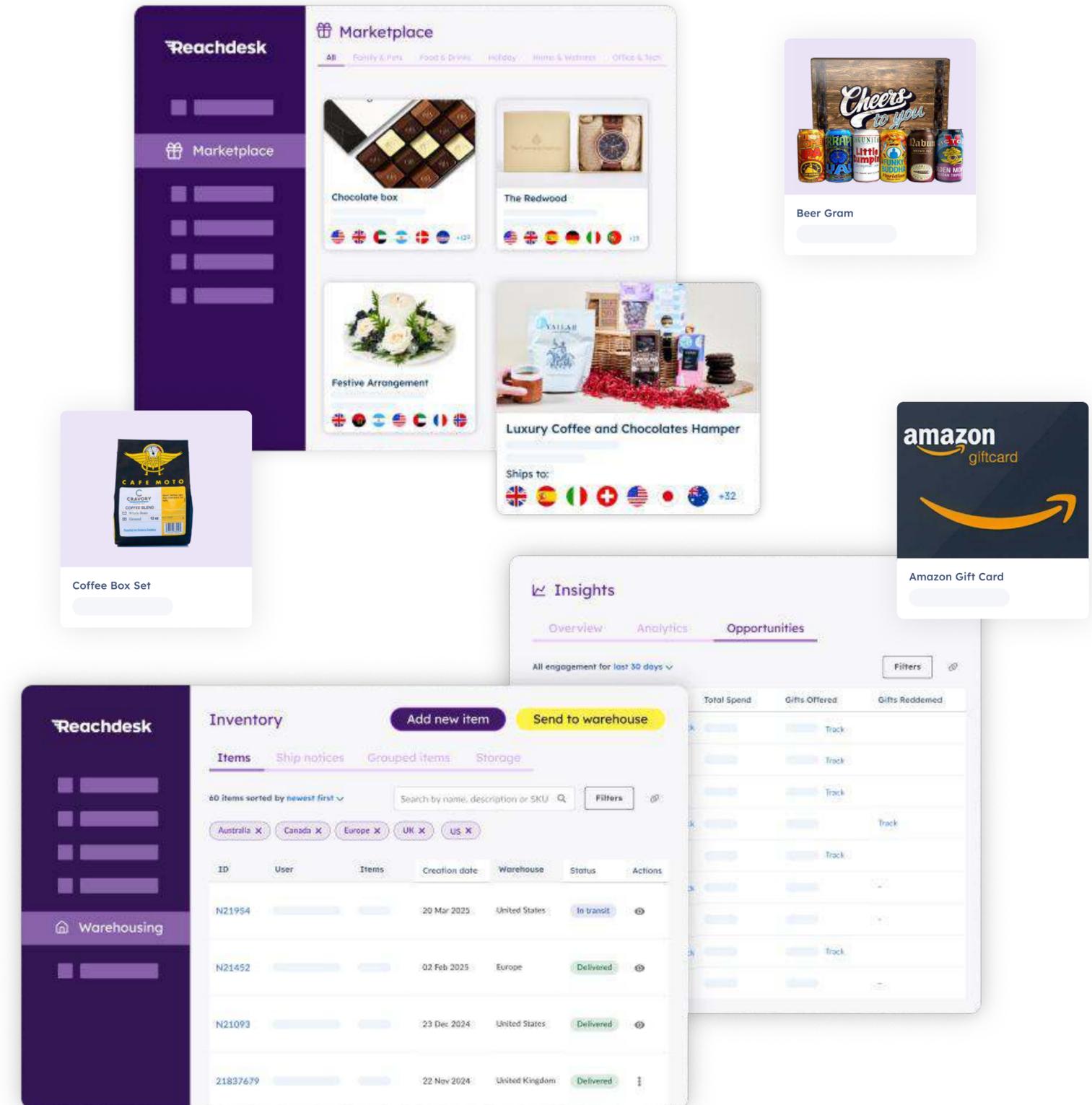
Step 3: Connect gifting to your existing workflows

The best gifting programs aren't manually triggered by a human. They're automated, just like your email sequences. Here's how to wire gifting into your demand gen stack:

- ✓ [Connect Reachdesk to your CRM](#) (Salesforce / HubSpot) to trigger gift sends based on deal stage, lead score, or contact activity.
- ✓ Set up gifting workflows in Marketo or HubSpot: e.g. 'If lead score reaches 75 and no meeting booked, trigger mid-sequence gift.'
- ✓ Use [Reachdesk's Address Confirmation](#) feature for physical sends to leads whose address you don't have, they self-select their delivery details.
- ✓ Create eGift campaigns for digital-first motions (webinar nudges, nurture drops) that can be deployed at scale without logistics overhead.
- ✓ Build campaigns within Reachdesk and Salesforce tracking codes so you can attribute pipeline influence back to each gifting play.
- ✓ Set up post-gift follow-up email templates in your sequencing tool, scheduled to send 48 hours after gift delivery confirmation.

Step 4: Measure and iterate

Gifting is a channel, and like any channel, it gets smarter over time. Use [Reachdesk Insights](#) to track redemption rates, pipeline influence, and ROI. Then use that data to double down on what works.



Chapter 4

The metrics that matter

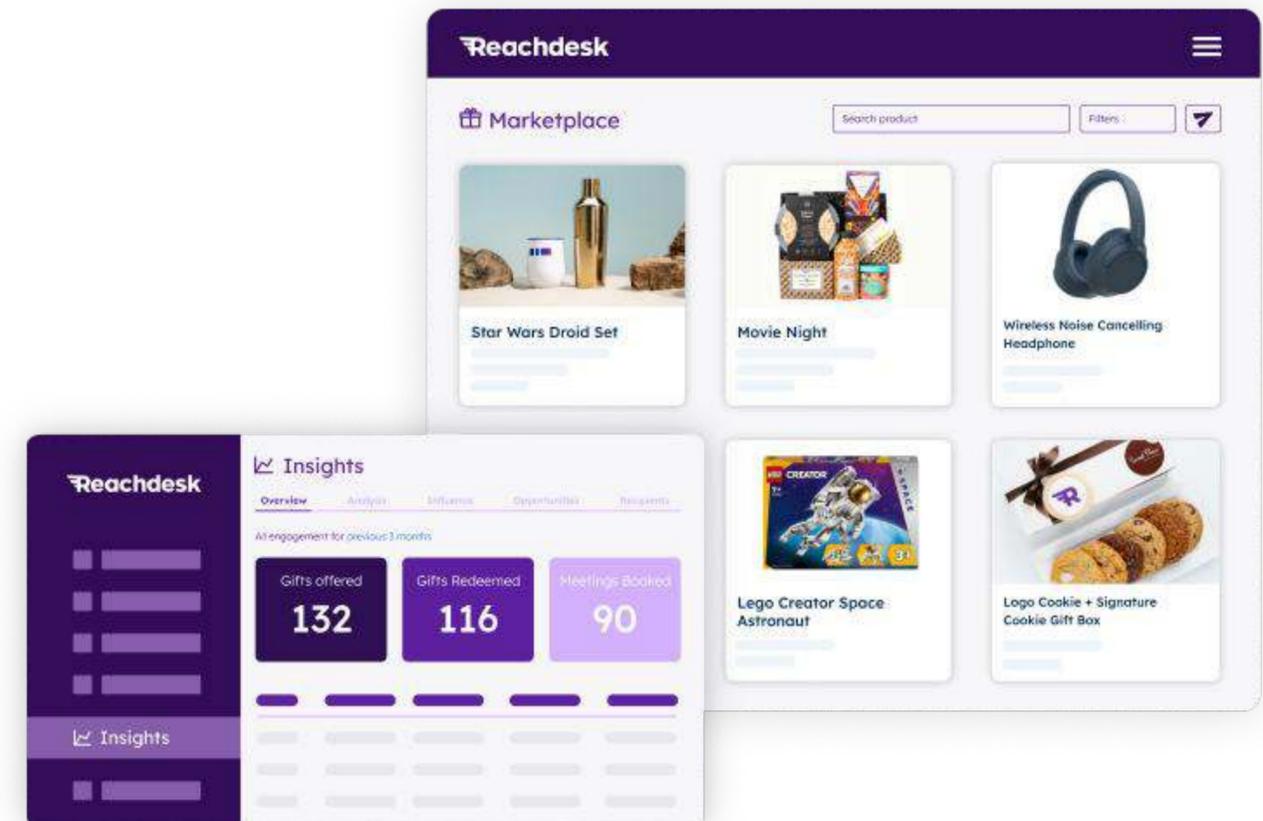
How to report gifting impact and prove ROI to leadership.

The question every demand gen leader gets asked: 'What's the return on this?' Here are the metrics to track and the benchmarks to aim for:

Metric	What to track	Demand Gen Benchmark
Redemption Rate	% of gifts claimed by recipients	60%+ for targeted campaigns
Response Rate Lift	Compare reply rates in gifted vs non-gifted sequences	50-80%+ uplift expected
Meeting Conversion	% of gift recipients who book a meeting	20-35% for ABM door-openers
Event Attendance Lift	Show-up rate gifted vs non-gifted registrant cohorts	40-80%+ improvement
Pipeline Influenced	Opps created or accelerated where gifting was a touchpoint	Varies, track vs. baseline
Cost Per Opportunity	Total gifting spend / number of opps generated	Compare to your paid CPO
Won Rate Influence	Win rate on deals where gifting was used vs those where it wasn't	Expect meaningful uplift

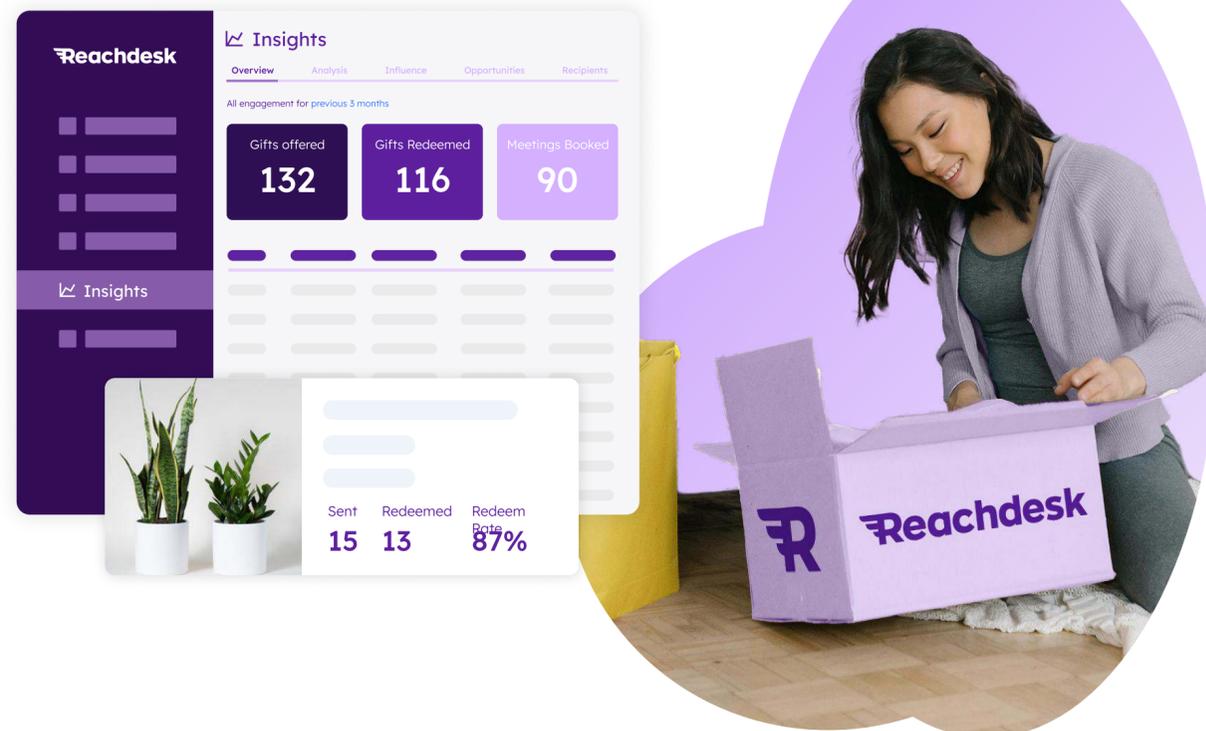
💡 How to present this to leadership

Don't lead with redemption rates or gift opens, lead with pipeline. Pull the opportunities where a gifting touch appeared in the last 30/60/90 days and show the total pipeline value. Then show the spend. The ratio does the talking.



Your pipeline isn't going to fix itself

But the right gift, at the right moment, to the right person? That might just be the thing that gets the reply, fills the seat, unsticks the deal, and turns a cold account into your next big win.



Reachdesk

Ready to run your first gifting play?

[Book a demo](#) with our team here.

For help and support, and if you have any questions, get in touch with us at hello@reachdesk.com.

Book a demo



reachdesk.com