



The State of Corporate Gifting & Swag 2025

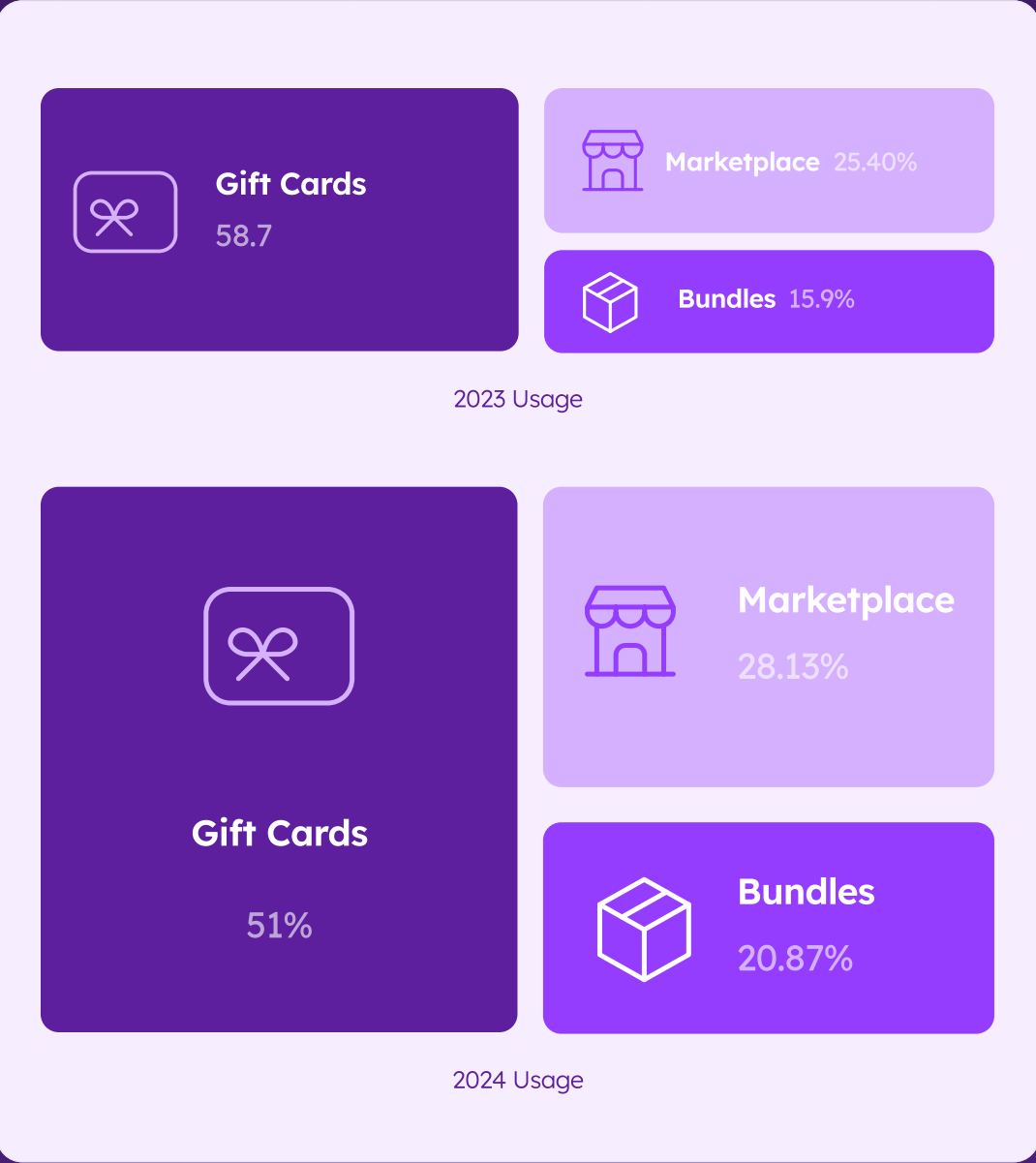
How top-performing GTM teams create unforgettable moments at every customer touchpoint

A comprehensive data-driven guide from 1,538,219 gifts sent across global markets

reachdesk.com

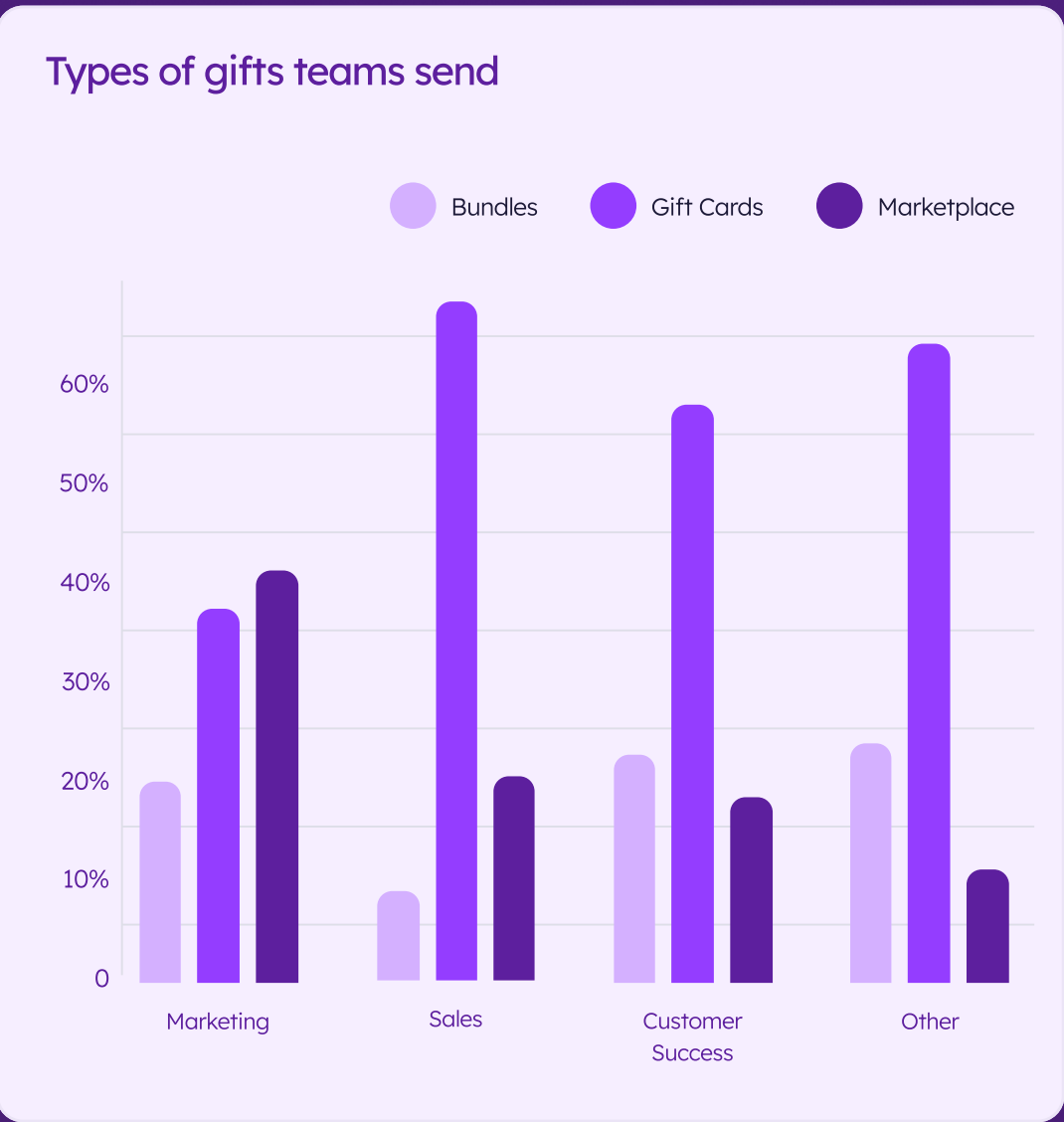
85% in open rates

447% increase in opportunities



5x post-event meetings booked

58% CTR rates



49% engagement from executive sponsors



Welcome to the corporate gifting revolution

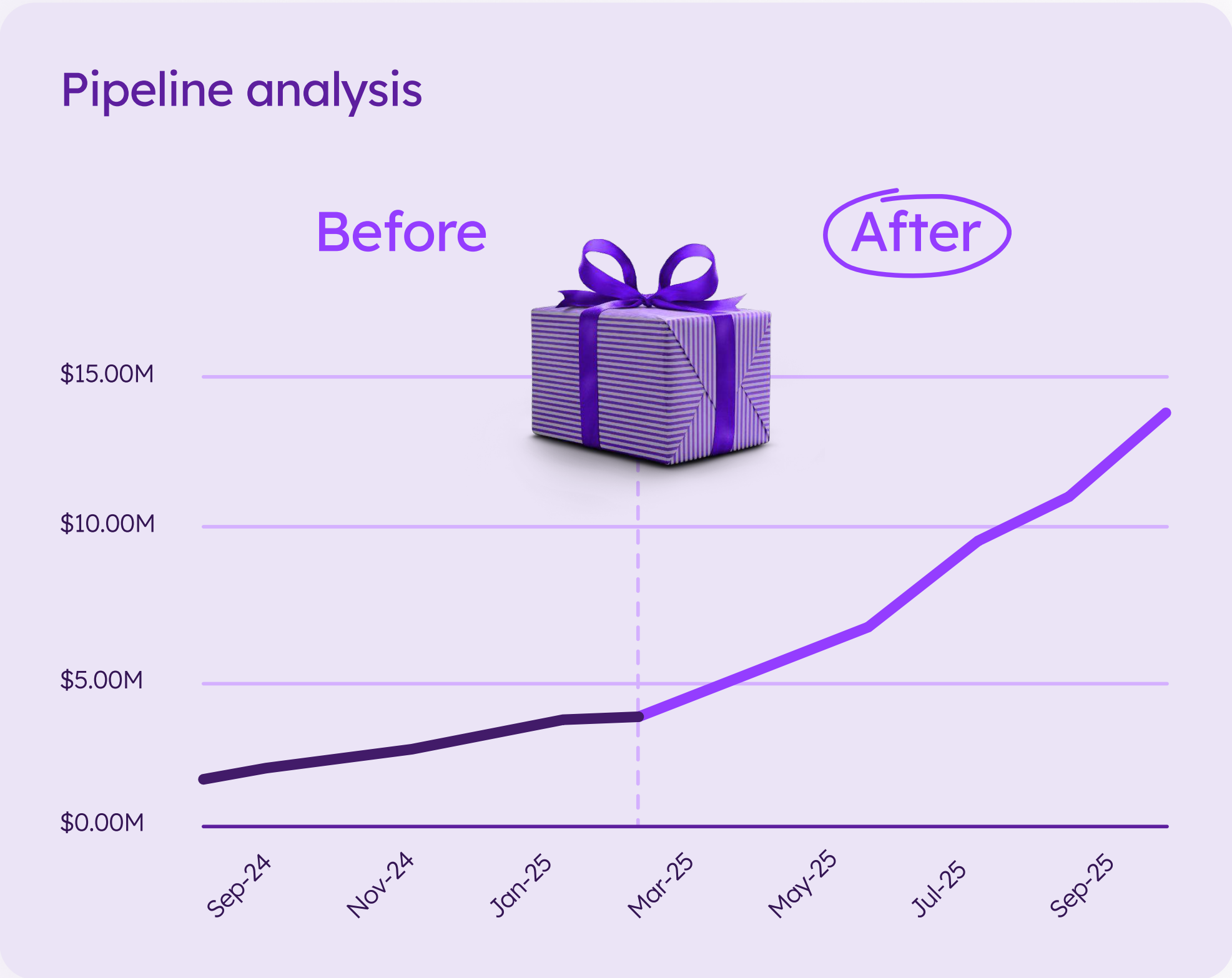
How top-performing GTM teams create unforgettable moments at every customer touchpoint

The inbox is broken. Marketing emails hover around 39% open rates. Cold outreach gets ghosted. Traditional digital channels are saturated, impersonal, and increasingly ineffective.

But something remarkable is happening: **the smartest GTM teams have found the antidote to digital fatigue.**

In 2025, corporate gifting evolved from a "nice-to-have" tactic into a strategic channel that's consistently outperforming every traditional marketing and sales method. We're talking 85% open rates. 56% conversion rates. ROI that makes CFOs smile.

This isn't about branded swag or generic gift cards anymore. This is about creating unforgettable moments that build trust, drive action, and turn cold prospects into warm conversations, one thoughtful gesture at a time.



From mass sends to meaningful moments

Corporate gifting is no longer measured by sheer volume. The smartest GTM teams are moving from “spray-and-pray” approaches to precision gifting: fewer gifts, but with far greater impact.

The numbers tell a compelling story:

- **2023: 789,985 gifts sent (peak scaling phase)**
- **2024: 742,144 gifts sent (-6.1% YoY)**

At first glance, this dip might look like a decline, but it’s actually a strategic evolution. Quality now trumps quantity, and ROI matters more than vanity metrics:



The most successful teams in 2025 aren’t sending more gifts, they’re sending smarter gifts.

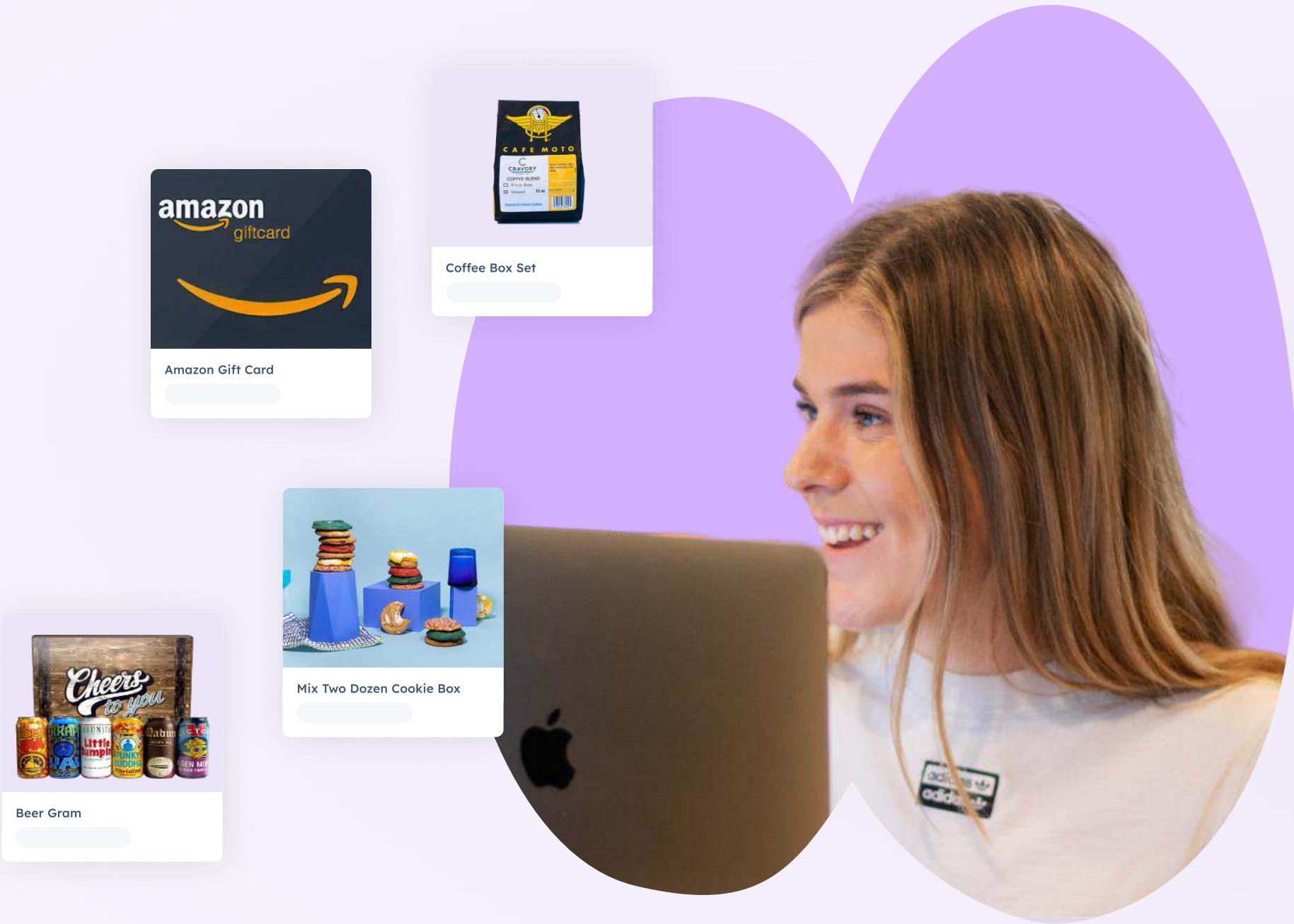
Ben Smith, Marketing Director at Reachdesk

What this means for your strategy

Top-performing GTM teams discovered that **1 well-targeted gift beats 10 generic ones**. They’re:

- Researching recipients more deeply
- Timing sends strategically
- Measuring impact rigorously
- Optimizing for conversion, not volume
- Aligning gifting to create a virtuous cycle of advocacy, loyalty, and growth

To understand why this shift is happening, this report explores how corporate gifting supports your broader GTM strategy, what works (and what doesn’t), and how it complements other channels.



Key insights for GTM teams using corporate gifting

Before diving into the detailed analysis, here are the five most important takeaways from our study of 1.5+ million gifts that every GTM marketer should know:



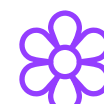
1. Stick to consumables, they convert

Gifts like cookies, coffee, and drinks consistently outperform anything branded or overly luxurious. If it's simple, shareable, and snackable, it wins.



2. Weekend sends = weekend wins

Don't underestimate the weekend. Saturday (88%) and Sunday (84%) see the highest redemption rates thanks to less competition, fewer distractions, and greater impact.



3. Spring is your secret season

April (77%) and March (75%) are peak performance months for gifting, when prospects are highly engaged and more receptive. While December is still impactful, spring gives your campaigns room to stand out and drive exceptional results.



4. The \$20-\$50 sweet spot scales

This costing range delivers 52-91% redemption rates across all teams. It's substantial enough to matter but accessible enough to scale without breaking budgets.



5. Follow up fast or fail

Recipients are 3x more likely to respond within 24-48 hours of gift delivery. The gift opens the door, your follow-up gets you invited inside.

Alright, keep reading to see how gifting amplifies your GTM channels and how to get the best bang for your buck!

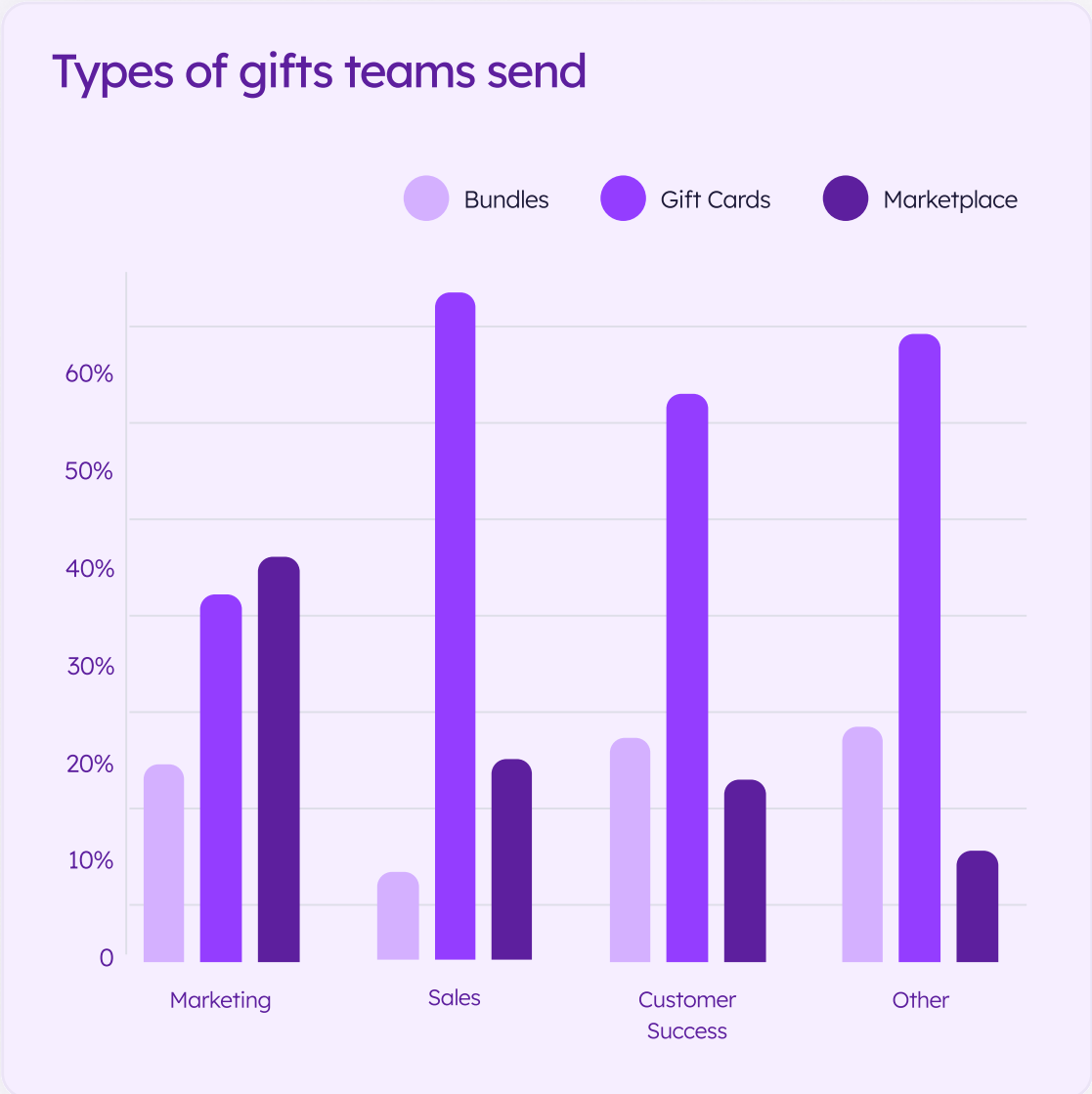
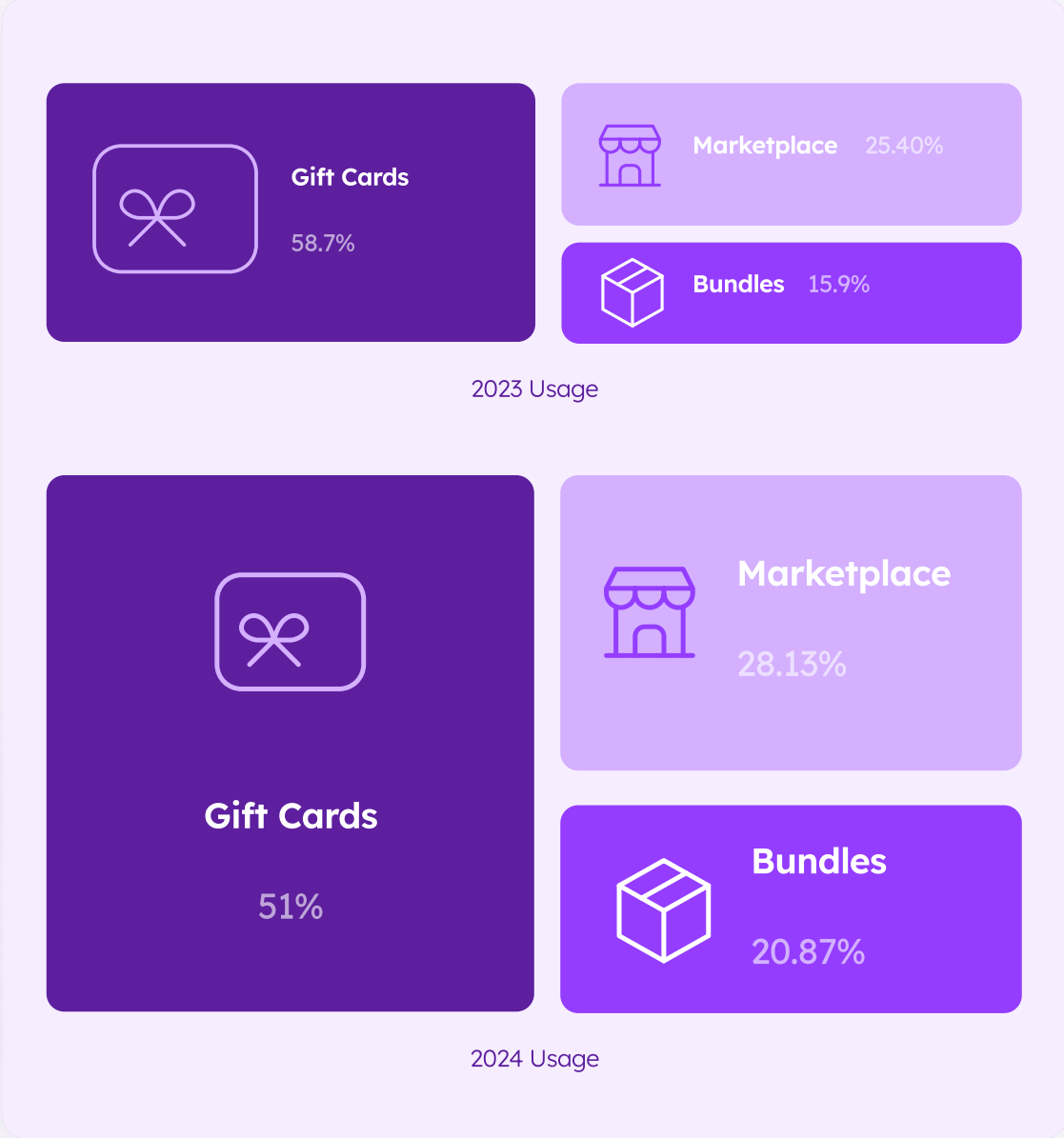
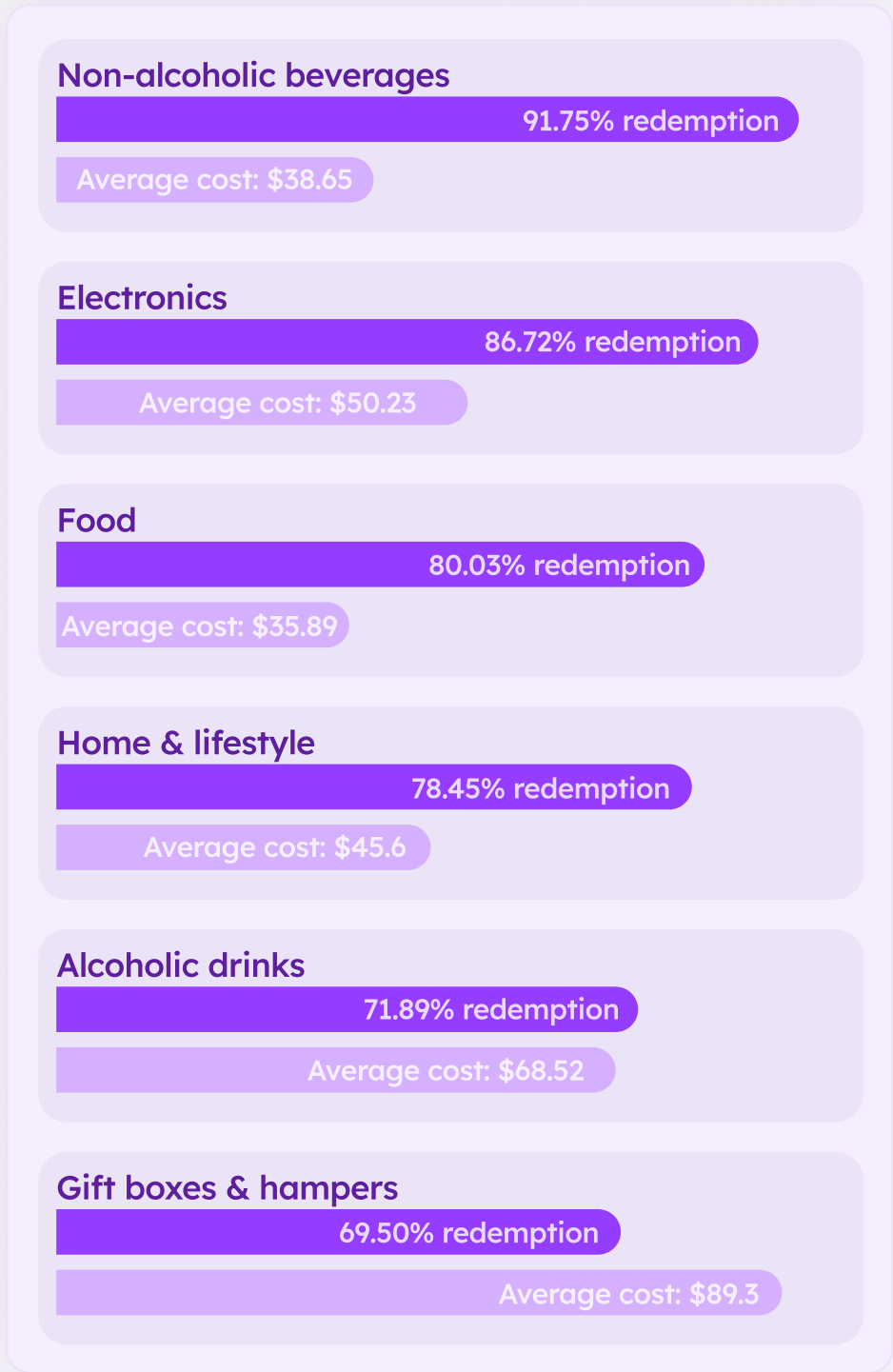
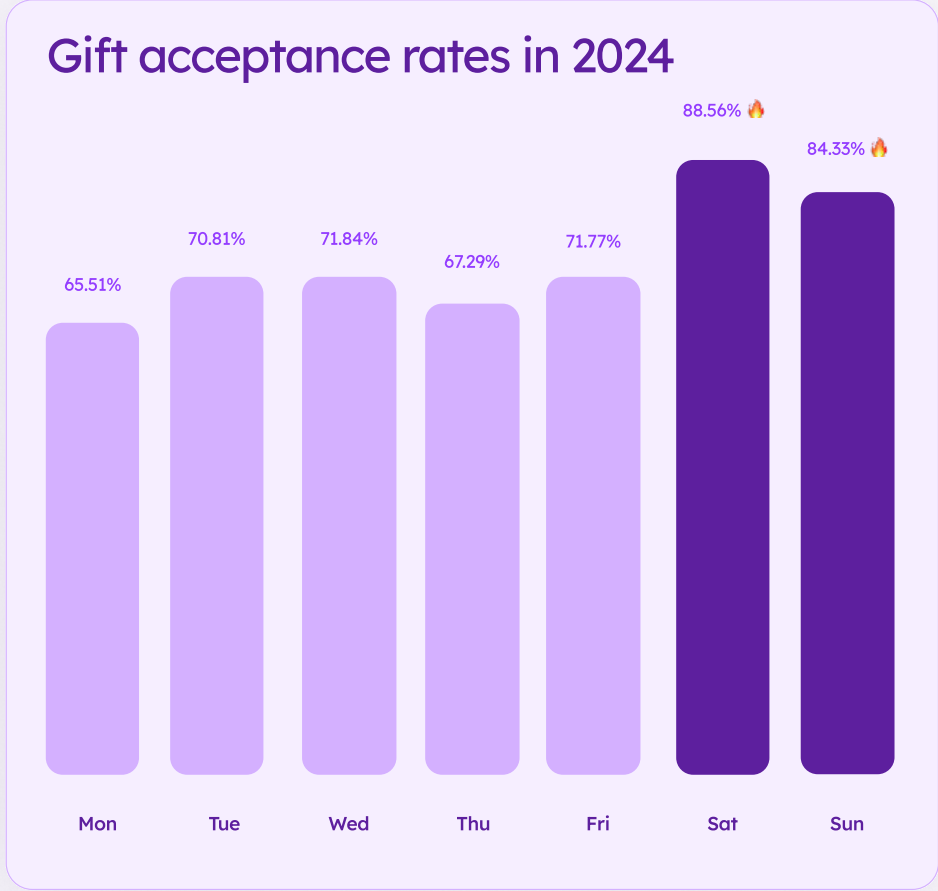
About this research

This report analyzes 1,538,219 gifts sent through the [Reachdesk platform](#) in 2023-2024, representing insights from thousands of companies across multiple industries and geographies. All performance benchmarks are based on anonymized, aggregated data from active Reachdesk customer campaigns during the specified time period.

In addition to our internal data, we incorporated external research from trusted industry sources such as Forrester, Forbes, and Demandbase, which are referenced throughout the report to provide a comprehensive view of the corporate gifting landscape.

Our goal is to help GTM teams successfully launch or scale corporate gifting and swag programs in 2025 and beyond: arming them with data-driven insights and best practices to maximize impact.

For more insights and the latest gifting intelligence, visit [Reachdesk Resources](#).



Contents Page

Chapter 1

Why corporate gifting works: Amplifying your GTM performance 6

Chapter 2

The science of when: Timing strategies that convert prospects into pipeline 11

Chapter 3

The art of what to send: Corporate gifts that actually work 13

Chapter 4

The real cost of gifting: Your most undervalued revenue channel 24

Chapter 5

Gifting without borders: Launching gifting programs at a global scale 31

Chapter 6

Beyond gifting: Creating unforgettable brand experiences with bespoke campaigns and virtual events 33

Chapter 7

Proving your gifting program’s success: The playbook for tracking what matters 37

Chapter 8

The bottom line: Why gifting isn’t optional 38

Chapter 9

Looking ahead: The future is physical 40

Chapter 1

Why corporate gifting works: Amplifying your GTM performance

Corporate gifting is no longer a “nice-to-have” or marketing afterthought: it’s a proven strategic multiplier that cuts through noise, builds trust, and accelerates pipeline. This chapter uncovers the data and trends behind why the smartest GTM teams use gifting to create unforgettable moments and measurable impact.

Breaking through noise: How gifting ignites engagement across email

Today’s buyers are overwhelmed, distracted, and hard to engage through email alone. But when you introduce gifting into the mix, everything changes.

By analyzing over 1.5 million gifting campaigns from 2023–2024, we found that emails paired with thoughtful gifts dramatically outperform standard marketing emails. For context, traditional email benchmarks (sourced from [GetResponse.com](https://www.getresponse.com)) paint a different picture:

Open rates increase

- **Traditional emails:** 39%
- **Gifted campaigns:** 85.34%
- **Lift: +119%**

With a clear offer and real value, gifting emails don’t just attract curiosity: they capture intent. While most marketing emails struggle to break 50%, gifting campaigns consistently soar **past 80%**.

Click-through rates improve

- **Traditional emails:** 3.25%
- **Gifted campaigns:** 58.31%
- **Lift: +1,844%**

Nope, not a typo. Gifting campaigns drive **nearly 20x more clicks than standard emails**. Why? Because gifts cut through the noise with emotional relevance, personal hooks, and a clear reason to act.

The result? Conversion rates soar

- **Traditional emails:** 3%
- **Gifted campaigns:** 56.34%
- **Lift: +1,778%**

Gifting turns attention into action: booking meetings, reigniting deals, and closing new opportunities. It’s not just better performance; it’s pipeline with purpose.

From attention to action: Why personalization matters

Gifting emails dramatically outperform traditional outreach, even when campaigns are minimally personalized. The act of gifting alone captures attention, drives clicks, and converts prospects far better than standard emails.

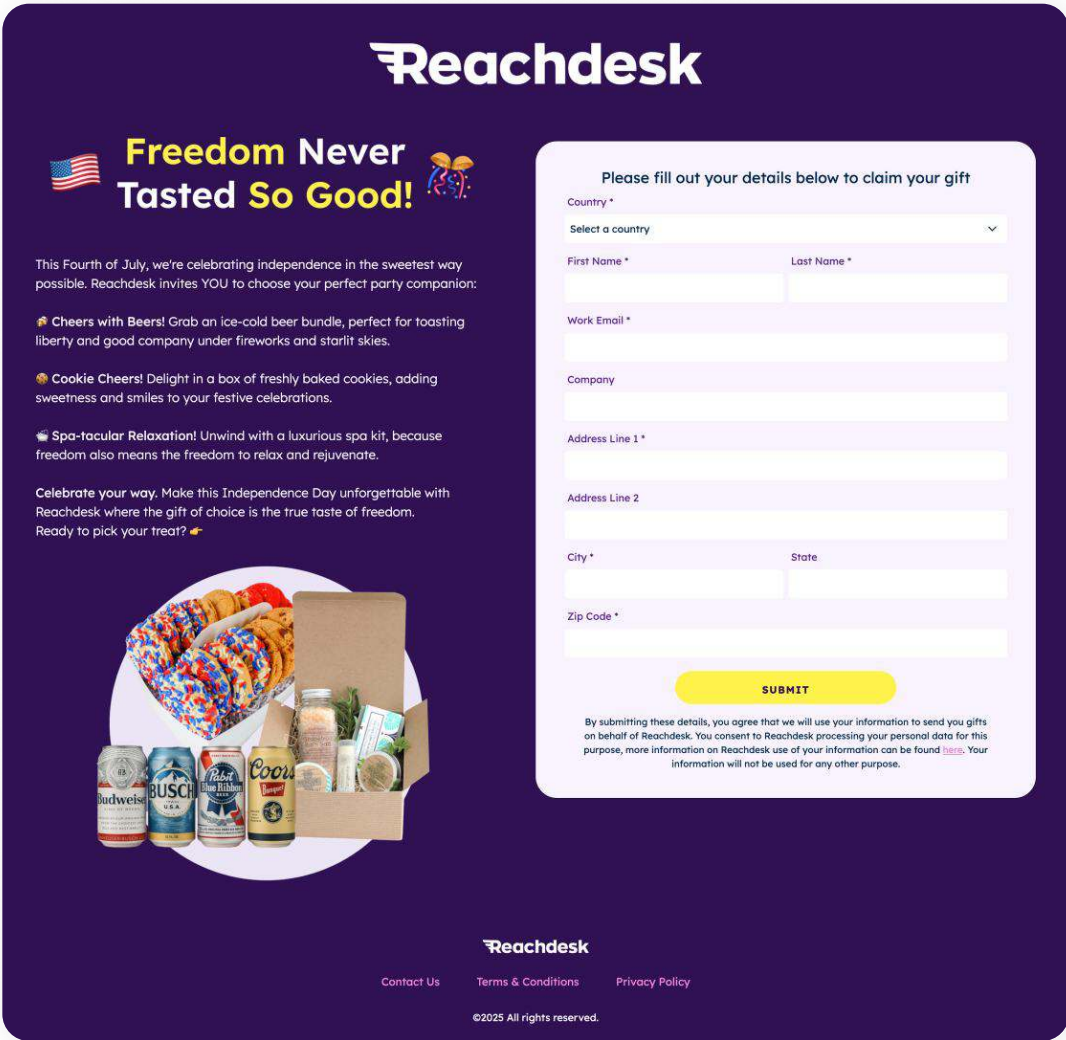
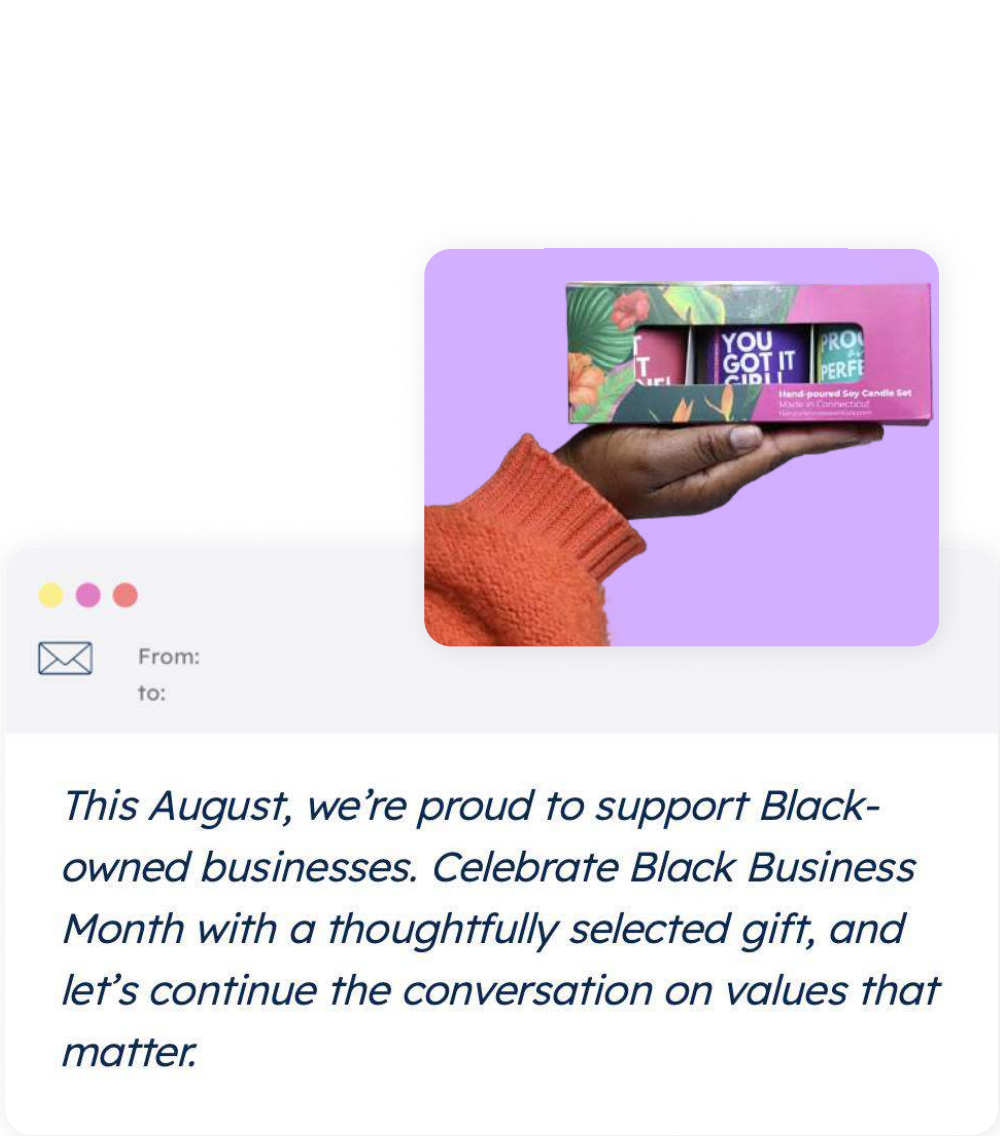
But strategy and personalization can take your results even further. To see how personalization influences performance, we analyzed over one million campaigns and grouped them by company size and gifting approach into three tiers:

Tier	Company Size	Approach	Open Rate	CTR	Conversion Rate
1	1,500+ employees	Hyper-personalized: hand-picked contacts, premium gifts, perfect timing	87.96%	67.64%	66.61%
2	200–1,499 employees	Balanced scale & relevance: segmented messaging, relevant gifts	87.13%	66.60%	65.08%
3	50–199 employees	Low personalization: cold lists, automated outreach + gift	80.93%	40.69%	37.32%

The data shows that gifting makes a big impact no matter the level of personalization, but the more personalized your approach, the better the results:

- **Tier 1 campaigns**, with hand-picked gifts and precise targeting, deliver the highest returns, with conversion rates soaring above 66%. It’s a true powerhouse for pipeline growth.
- **Tier 2 campaigns** strike the perfect balance: scalable, yet still thoughtfully personalized, they achieve nearly the same strong results, proving that full customization isn’t always necessary to win big.
- **Tier 3 campaigns**, with minimal personalization and automated outreach, gifting still outperforms traditional marketing by boosting conversions more than 10x.

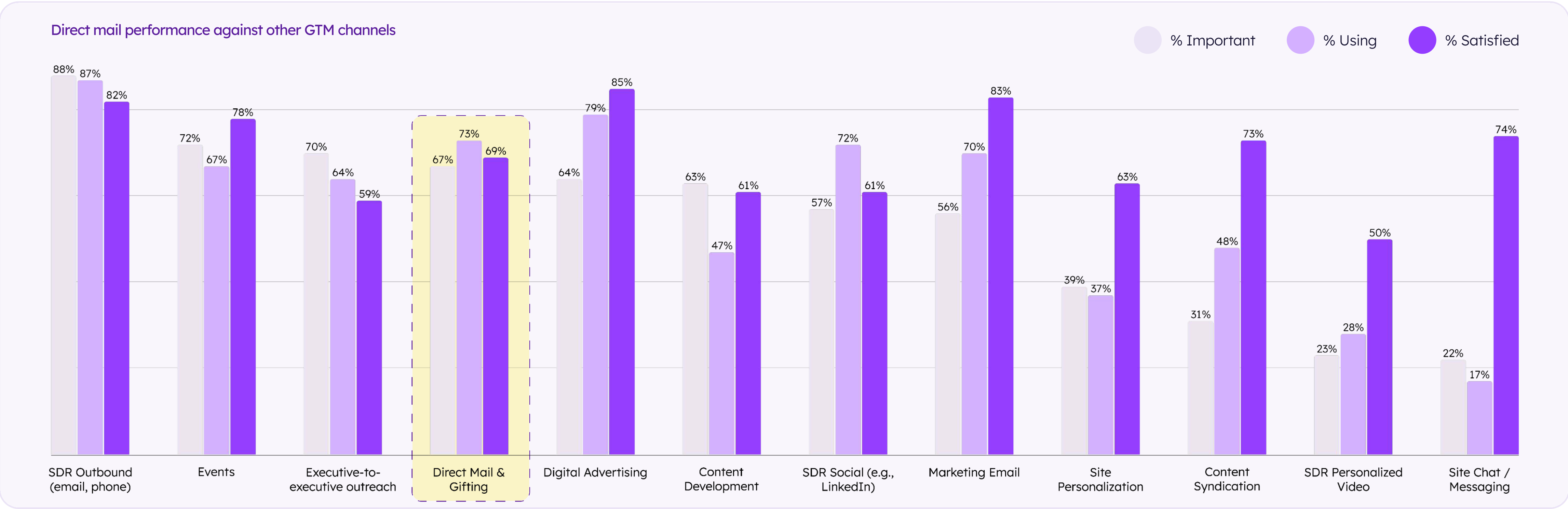
In short, gifting beats standard email outreach every time, but thoughtful, tailored campaigns amplify your results even further. Whether your goal is hyper-targeted precision or broad-scale prospecting, gifting transforms every stage of the marketing funnel.



A closer look: How direct mail & gifting complements your GTM stack

The performance gains of gifting aren’t just isolated to email campaigns, they also enhance your broader GTM strategy.

[Demandbases’s report](#) sheds light on how GTM leaders prioritize and use their marketing channels. SDR outbound is still core (88% rank it important, 87% use it), but direct mail and gifting are now ranked in top-four important channels, working alongside—not instead of—traditional tactics to amplify results.



Why direct mail & gifting is gaining traction

So what’s driving the rise of gifting? Simply put: it works.

According to [Lob’s State of Direct Mail Marketing Report](#), teams that use gifting report measurable impact: **56%** say it delivers their highest conversion rates, and **88%** of marketers agree it provides the best ROI. Adoption has jumped **40%** since 2023, with **84%** of teams now investing in corporate gifting platforms, proving that when executed strategically, gifting amplifies pipeline, engagement, and revenue.

The channel multiplier effect

But the power of gifting doesn’t stop there. It doesn’t replace your existing channels, it enhances them. Direct mail and gifting amplify your GTM strategy, creating a multiplier effect across campaigns. [Reachdesk users](#) see results like:

ABM campaigns

- **49%** engagement from executive sponsors
- Gifts drive **70%** of people to an online activity
- **447%** increase in opportunities generated

Event marketing

- **+76%** event attendance
- **5x** post-event meetings booked
- **+42%** virtual event attendance

Customer marketing

- **70%** of customers feel valued when receiving a gift (Giftsenda)
- **61%** of customers have a more positive view of a brand after receiving a gift (Giftsenda)
- Personalized gifting increases customer retention rate

Sales enablement

- **+25%** increase in response rates for cold prospects
- **+56%** response rates for personalized 1-2-1 sends
- **+18%** demo call attendance when sending a coffee voucher before the meeting



Key to success: seamless integration

Gifting’s true power emerges when integrated with your existing platforms. The most successful Reachdesk customers connect gifting with tools like Salesforce (**54.7%**), HubSpot (**38.1%**), and Outreach (**18.6%**), automating and scaling gifting in sync with broader GTM strategies.

The bottom line

Gifting isn't just a nice-to-have, it's a strategic multiplier woven into every customer touchpoint. When powered by integration and data, it accelerates pipeline, deepens engagement, and strengthens culture from the inside out.



ROI

38.7x

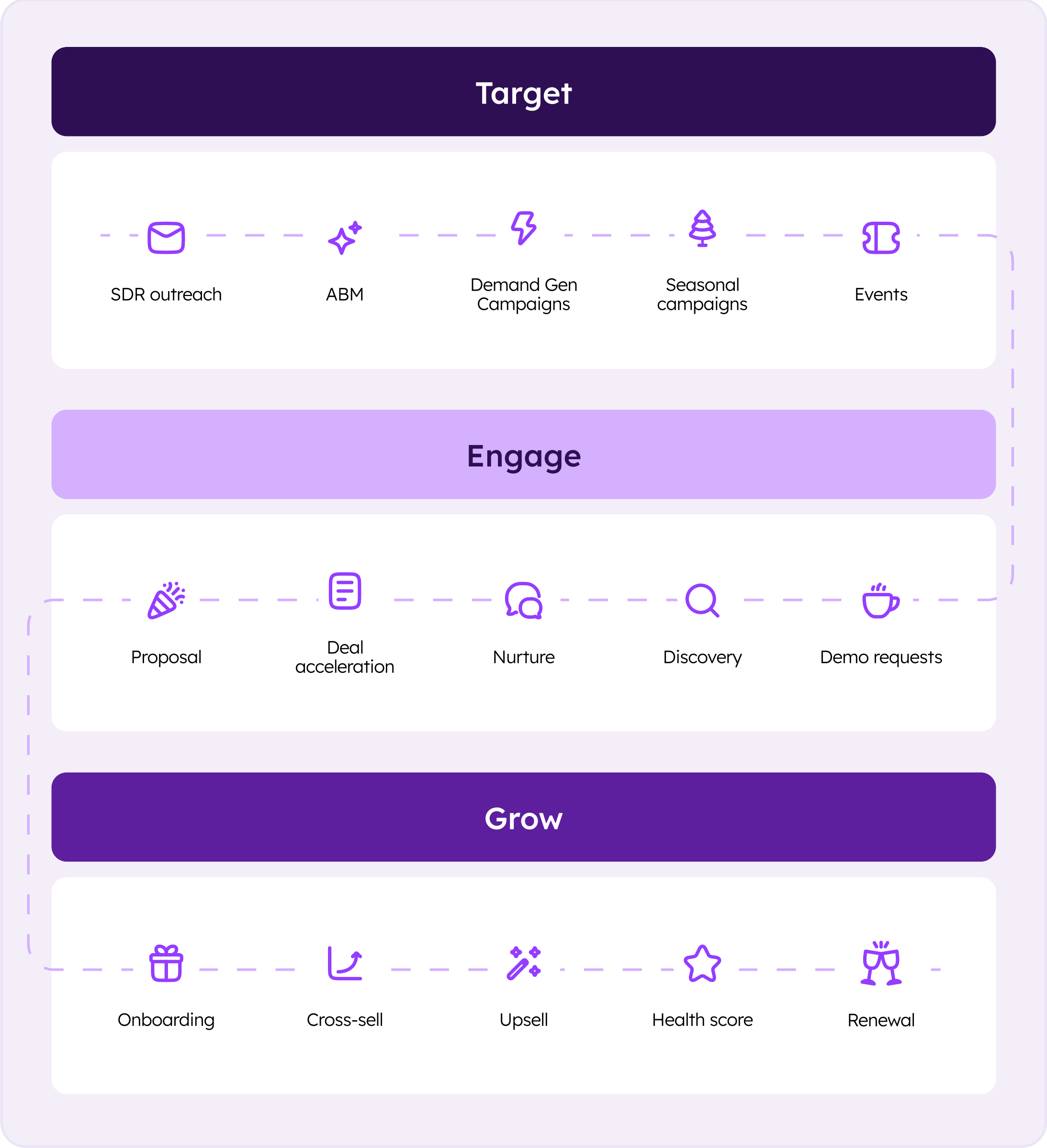
Reachdesk is a Swiss Army Knife for direct mail campaigns. The gift options are seemingly endless, and working with our wonderful project manager Michelle really enhances the experience.

Vivian Yuen, Campaign Manager (ABM), SentinelOne

Read the story

What's next? Unlocking the science of gifting

Understanding when, what, and how to gift is just as critical as why you gift. In the following chapters, we analyze over 1.5 million gifting campaigns to reveal the timing, targeting, and tactics that separate good campaigns from game-changing ones.



Chapter 2

The science of when: Timing strategies that convert prospects into pipeline

Now that we know corporate gifting drives real pipeline impact, the next question becomes: **when should you send for maximum results?**

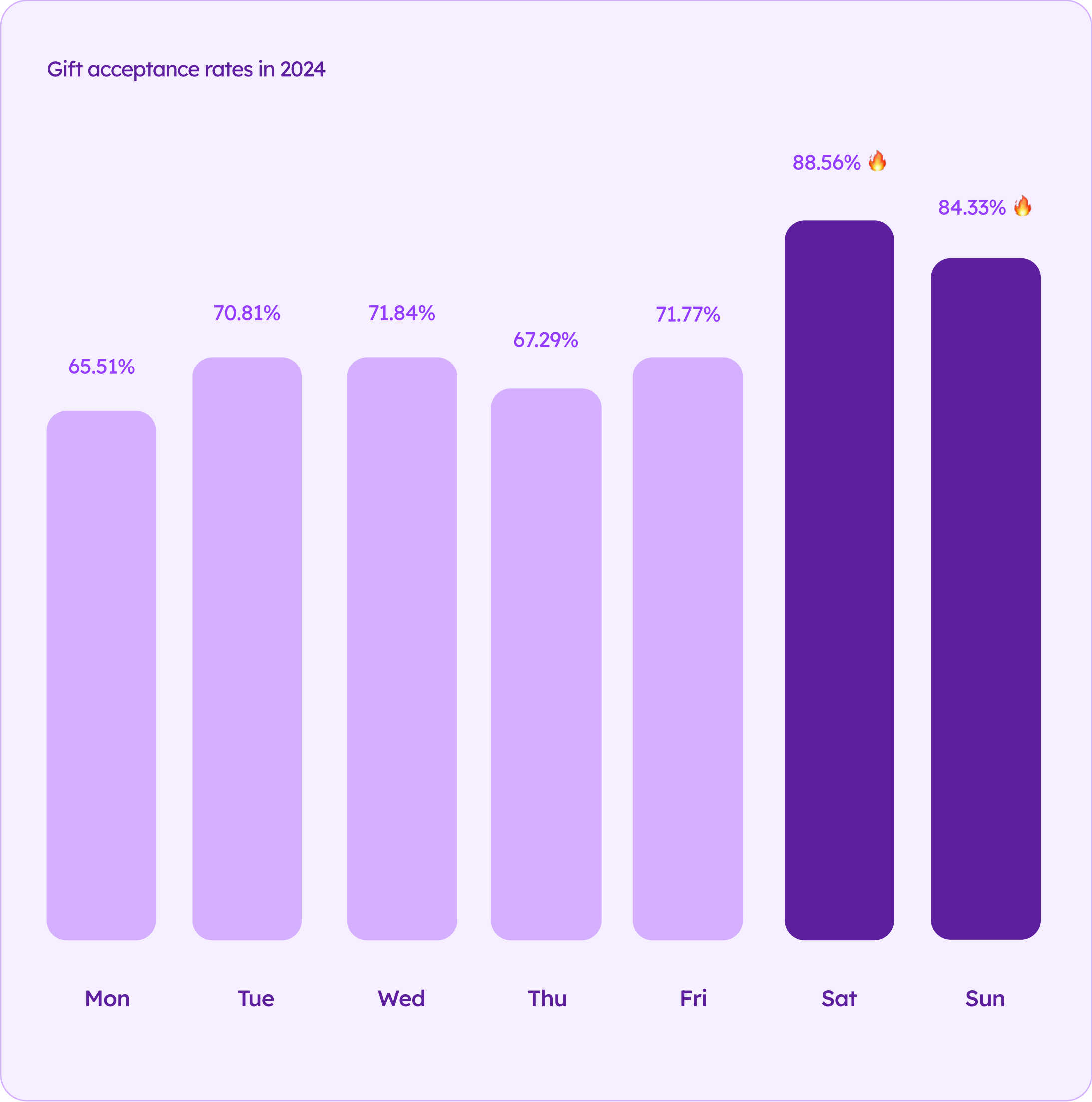
We analyzed millions of sends across global markets to uncover the hidden patterns behind top-performing campaigns and the findings will surprise you.

The weekend advantage (that 95% miss)

The best GTM teams aren't just sending gifts during office hours, they're playing where the competition isn't.

Saturday sees an 88% redemption rate, and Sunday follows at 84% — up to 17 percentage points higher than Monday. While weekend send volumes are lower, they represent a powerful opportunity for **high-impact, 1:1 gifting**. Fewer distractions, less inbox clutter, and faster response times. Smart teams use weekends to connect when it counts.

Need to scale? Midweek delivers. **Wednesday (71%)** and **Friday (71%)** consistently perform with high send volume, making them ideal for larger campaigns. Just watch out for Monday, which trails at 65%. It's noisy, it's crowded, and it may not be the right moment.



The seasonal sweet spots

Contrary to popular belief, winter isn't peak gifting season. Spring is. April tops the charts with a **77%** redemption rate, closely followed by March at **75%**. With fewer distractions and more engaged buyers, these months are the sweet spot for maximum impact.

That said, high-volume months like December still shine. With **83,528** gifts sent (that's one every 31 seconds!) and a **73%** redemption rate, year-end campaigns prove that timing and messaging can drive strong results.

July is the month to watch out for. Redemption dips to **63%**, likely due to summer slowdowns and OOO replies.

The takeaway? Pair high-performing months like March and April with high-impact messaging, and use high-volume months like December strategically to maximize both reach and engagement.



The art of what to send: Corporate gifts that actually work

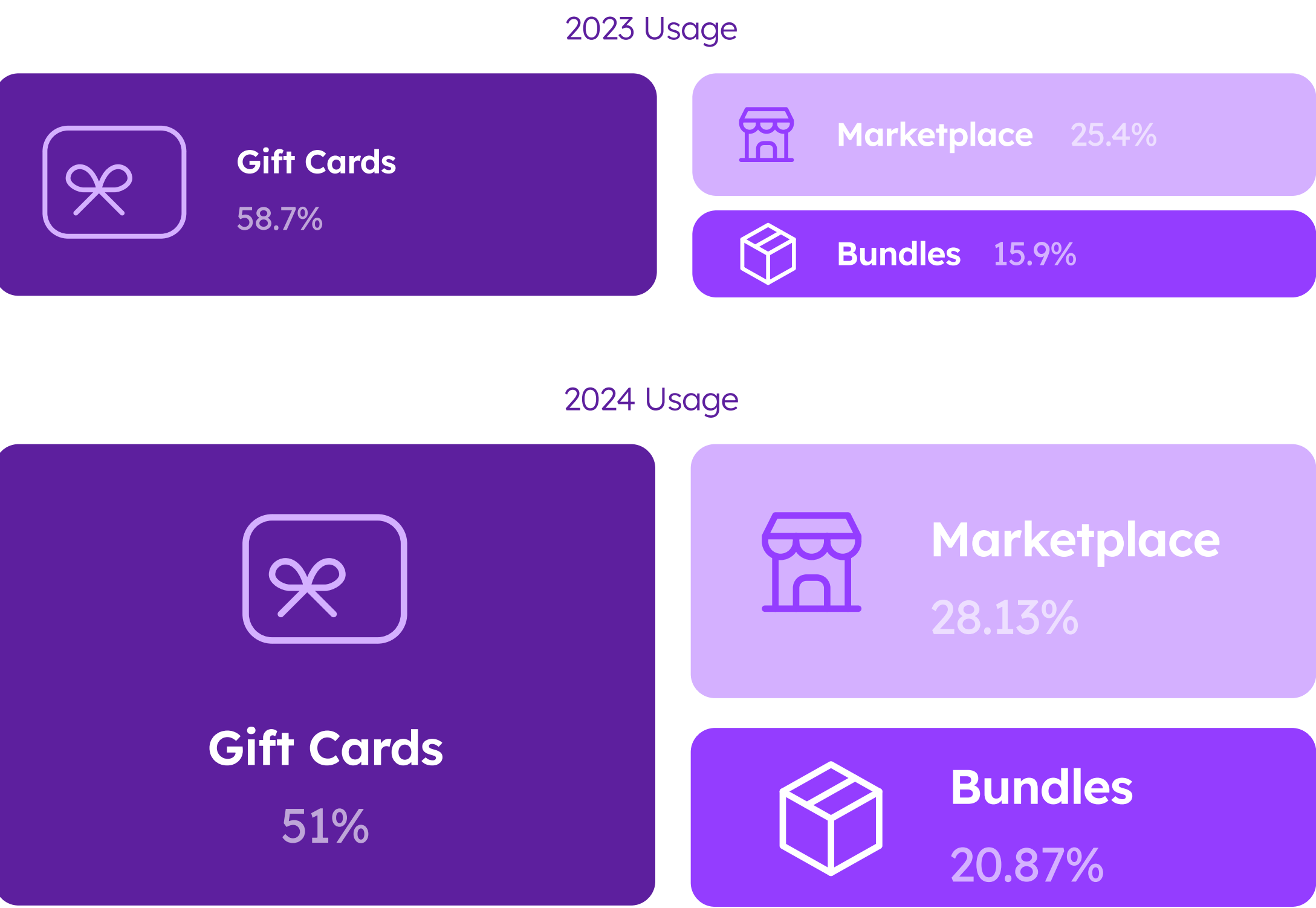
A top question we get, besides “When should I gift?”, is “What should I gift?” The key is simple: **choose something meaningful to your audience.**

To help you nail the what, we turned to Reachdesk data to answer two key questions:

- What gifts are teams actually sending?
- What gifts are recipients excited to redeem?

By analyzing send volumes across eGifts, marketplace items, and gift bundles, we can see what different teams prefer to give. Then, we match that with redemption rates to reveal which gifts deliver the most engagement and ROI, so you know exactly what works to drive impact and results.

What gifts do teams like to give?

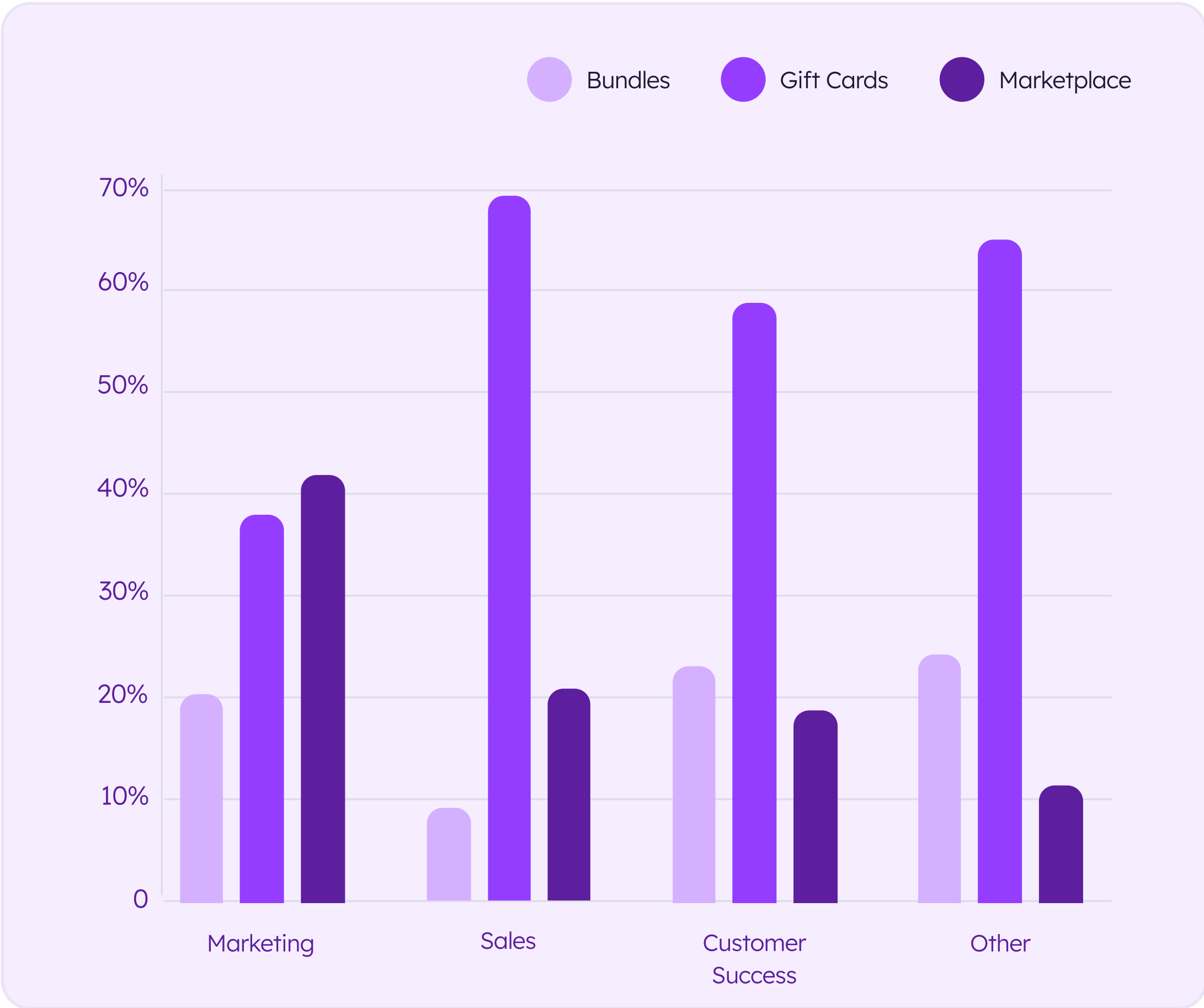


In 2024, **gift cards** still led the pack (51% of sends), but **marketplace gifts** (28%) and **bundles** (21%) are gaining ground.

The shift signals a growing appetite for **tangible and experiential gifts**: items that feel personal, memorable, and worth talking about. Gift cards remain a great door-opener for sales and BDR teams, but as relationships mature, such as with long-standing customers, physical and personalized gifts create a stronger emotional connection and higher ROI.

What gifts do different teams like to give?

Now that we’ve seen the overall gifting trends, let’s zoom in on how each team’s approach, and success, differs.



If you’re in **Marketing**, your sweet spot is clear: lean into **marketplace gifts (41%)** for event buzz, lead generation, and campaigns. Think irresistible treats like cookies, cupcakes, or drinks that get people talking. Pair them with **gift cards (38%)** and the occasional **bundle (20%)** to test what really drives conversions.

For **Sales**, the data says **gift cards (69%)** are still your best door-opener: fast, scalable, and effective for sparking conversations. But if you really want to stand out, experiment more with **bundles (9%)** and **marketplace gifts (20%)** to leave a lasting impression on your hottest prospects.

Customer Success should keep using **gift cards (58%)** for quick, flexible touchpoints, but don’t miss the chance to wow your customers with physical gifts. **Bundles (22%)** and **marketplace items (18%)** can turn a routine check-in into a memorable moment and even rekindle quiet accounts.

For the **Other** teams, the **gift card habit (65%)** works for versatility, but don’t let practicality hold you back. Adding more **bundles (24%)** or **marketplace items (10%)** can make your outreach feel less transactional and more meaningful.

Bottom line: If you want to create deeper connections and higher engagement, don’t just rely on gift cards. Physical, tangible, and experience-driven gifts are where real relationship-building happens.

What gifts do your recipients love to get?

Now that we've seen what teams are sending, let's answer the age-old question: What gifts are recipients most excited to redeem? We'll also compare these preferences with current gifting trends to help you align your strategy for maximum impact.

eGift cards deliver instant impact: when you pick the right ones

Popularity doesn't always mean effectiveness. Here's what the data really shows:

1. Food and drink dominate eGifting.

Starbucks and Dunkin' lead in sends, but they don't top the redemption list because your prospects are probably tired of seeing them. Oversaturation is real, and it's dragging down engagement.

3. Universal favorites still shine.

Amazon remains a redemption leader, proving that versatile, familiar brands are still a safe and effective choice.

2. Choice is king.

Reward Pass still shines as a flexible option, letting recipients choose the reward that matters most to them. Flexibility is a proven way to keep engagement high.

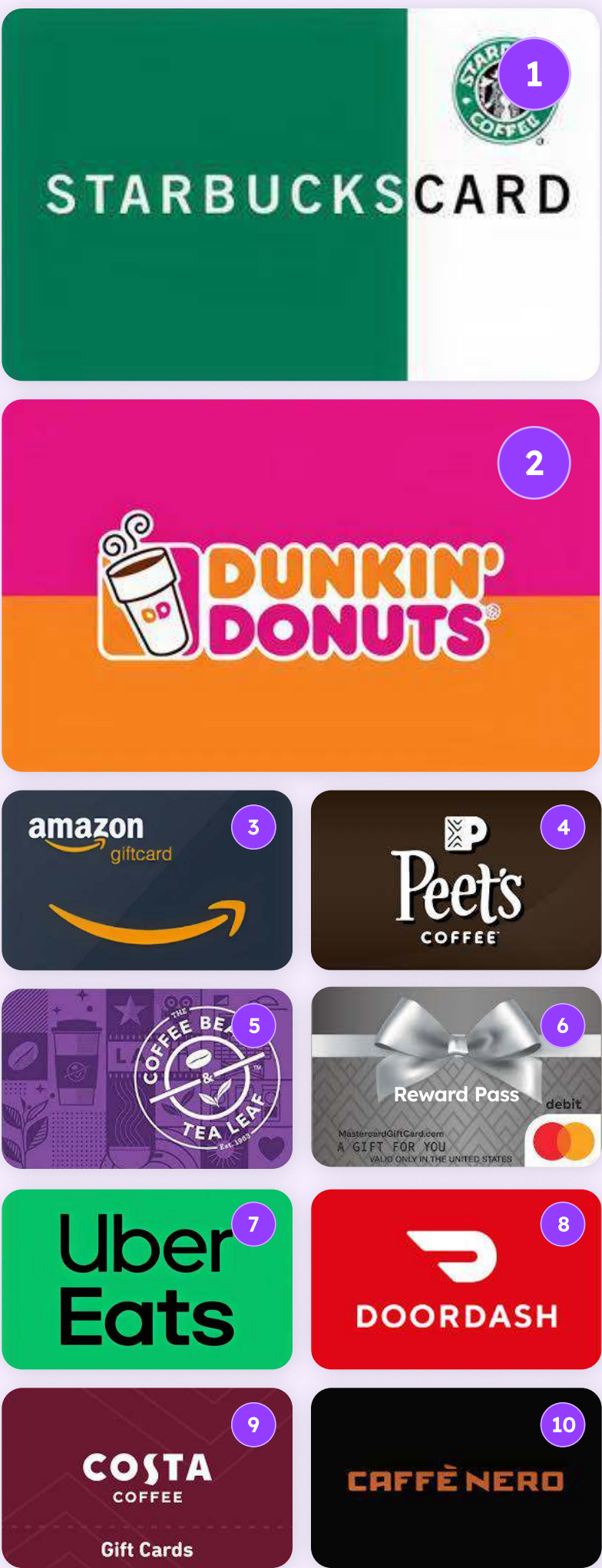
4. Niche and local brands pack a punch.

Brands like Costa Coffee, Caffè Nero, and Panera Bread make it onto the redeemed list despite lower send volumes, showing the power of tailoring to recipient preferences.

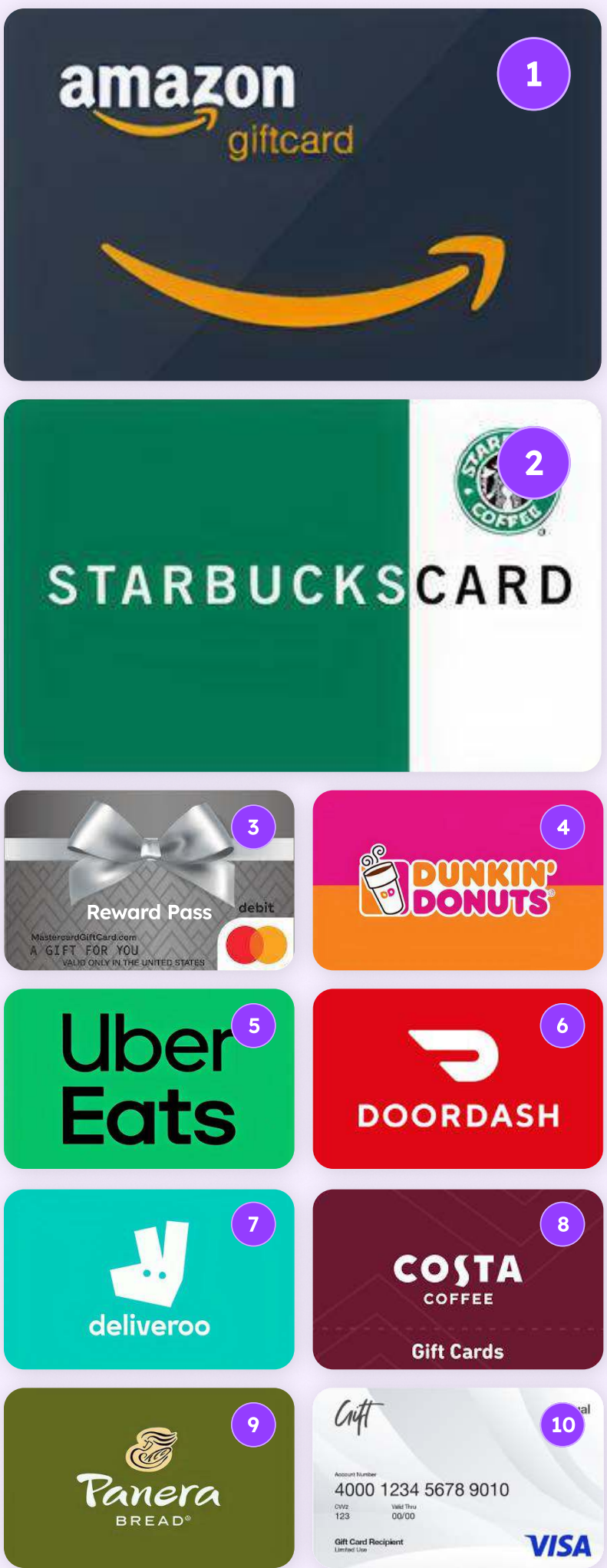
The bottom line:

Don't rely on the usual suspects alone. Blend big hitters with flexible and niche picks to keep your gifting fresh, relevant, and effective.

Top 10 Gift Cards sent




Top 10 Gift Cards redeemed



Top performing physical gifts you should send


When removing gift cards from the equation, these **top 10 physical gifts** led the way in Reachdesk marketplace, measured by **total sends**, **redemption rates**, and **performance consistency across campaigns**.

1




Cravory Cookies

2




Pursonic

3




Pursonic

4




Function 101

5




Cravory Cookies

6




Give Them Beer

7




Pursonic

8




Cravory Cookies

9



Pursonic

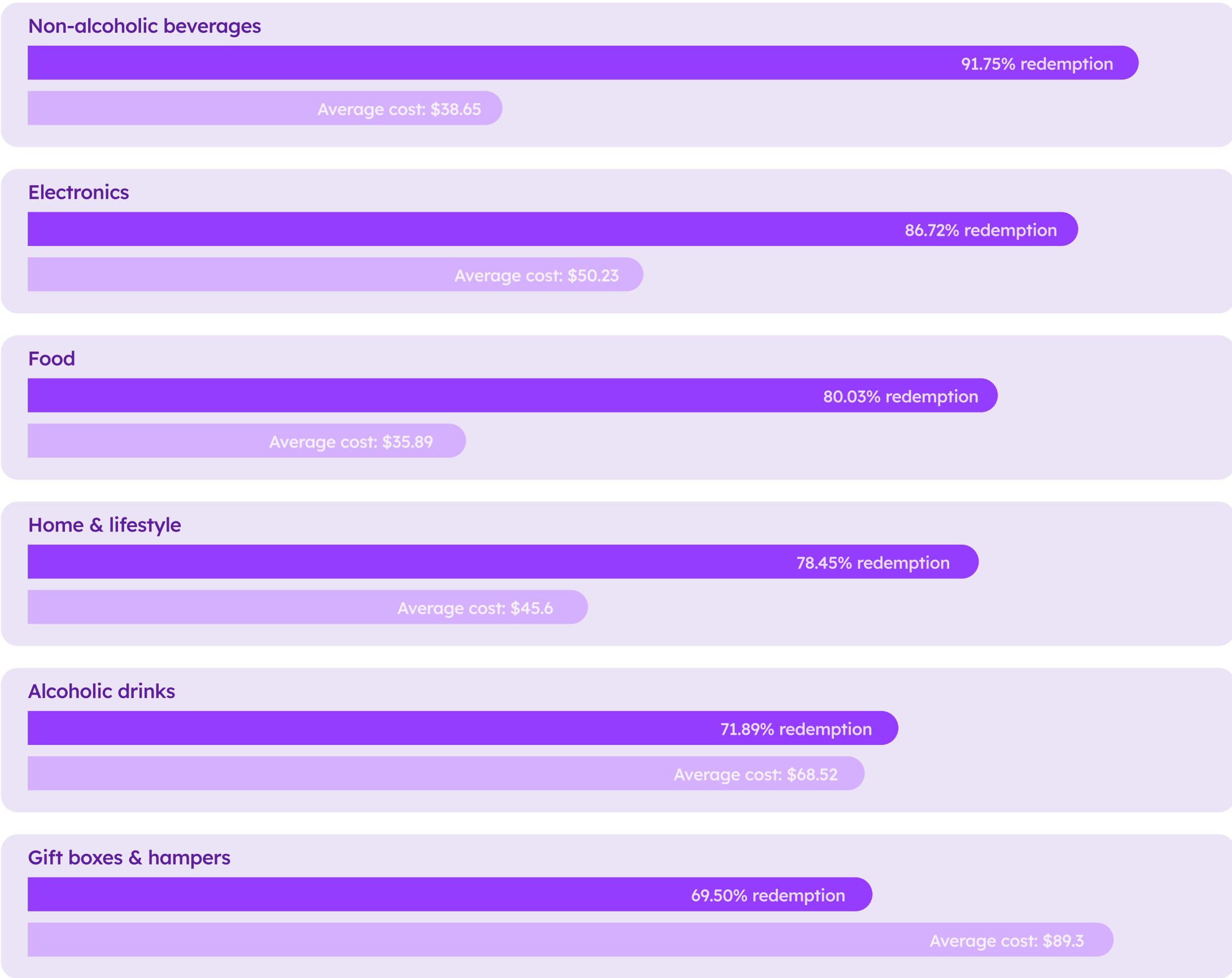
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bevvi

Performance by gift type: What’s working (and what’s not)

Every category offers a unique opportunity to connect when used the right way. Here’s how each performs, listed from best to worst, along with tips on how to use it and what to send.



Non-alcoholic beverages are scalable and personal

- **Average Redemption Rate:** 91.75%
- **Average Spend:** ~\$38.65

Coffee and non-alcoholic beverage gifts are easy to send, well-loved, and great for early touchpoints. Frame them as a fuel-up to add a warm, personal touch to your outreach.

Best use cases:

- Early-stage ABM
- Pipeline warm-up
- Meeting booking (“coffee on us”)
- Touchpoints with remote or global prospects
- Light personalization at scale

Top beverage gifts:



Cravory Cookies



3 - 19 Coffee



Bean Box



Bean Box



Cafecita

Electronics offer stand-out value for utility

- **Average Redemption Rate:** 86.72%
- **Average Spend:** ~\$50.23

These are the best-kept secret for mid-funnel engagement and multi-threading. They feel thoughtful without being flashy. Position them as “something useful for your day” and watch redemption soar, especially when inbox fatigue is high.

Best use cases:

- Mid-funnel multi-threading
- Re-engaging key personas
- Surprise-and-delight moments
- Breaking through inbox fatigue

Top electronics gifts:



Puronic



Puronic



Puronic



Puronic



Puronic

Food is universal and easy to say yes to

- **Average Redemption Rate:** 80.03%
- **Average Spend:** ~\$35.89

Food gifts, especially baked goods, are universally loved and instantly appreciated. Boost redemption by timing them well and adding a light, relevant message like “A sweet way to say thanks” or “Baked just for you.” Keep it playful and purposeful.

Best use cases:

- Cold outreach
- Meeting follow-up
- Deal re-engagement
- General goodwill
- Volume-based campaigns

Top food gifts:



Cravory Cookies



Cravory Cookies



Cutter & Squidge



Bear's Brownies



David's Cookies

Home & lifestyle is thoughtful, practical, and human

- **Average Redemption Rate:** 78.45%
- **Average Spend:** ~\$45.60

Perfect for high-value ICPs. These gifts resonate when your message shows empathy: “take a breather,” “something to ease your week.” Functional meets feel-good.

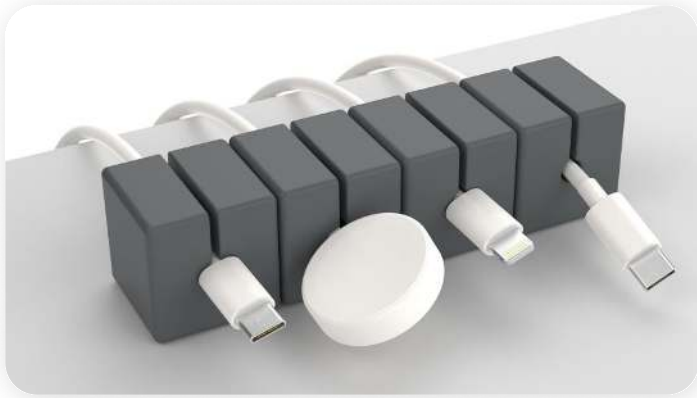
Best use cases:

- Executive engagement
- Customer thank-you
- End-of-quarter or holiday wrap-up
- Post-renewal gifts
- Gifting aligned to well-being and productivity

Top home & lifestyle gifts:



Intelligent Change



Function 101



Pursonic



Thamour



Foxblossom

Alcoholic drinks are premium and purposeful

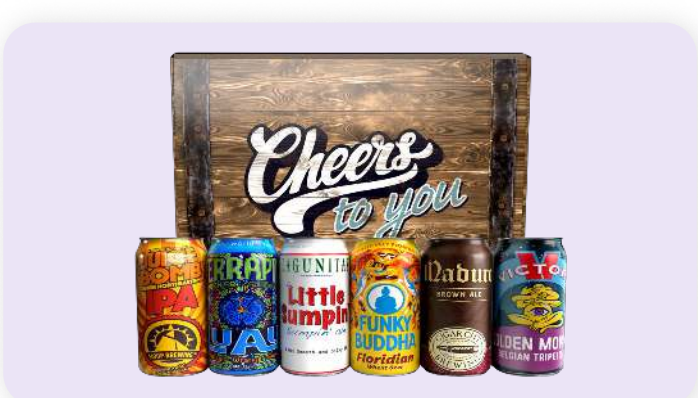
- **Average Redemption Rate:** 71.89%
- **Average Spend:** ~\$68.52

Alcohol gifts pack impact without excess. Best for celebrating milestones or partnerships, they’re about thoughtfulness and prestige. Add a note like “Cheers to what’s ahead” to keep it warm and personal.

Best use cases:

- Late-stage deal acceleration
- Closed-won celebration
- Partner appreciation
- End-of-year milestones
- VIP account engagement

Top alcoholic gifts:



Give Them Beer



bevvi



bevvi



Personal Wine



The Champagne & Gift Company

Gift boxes & hampers offer high-impact for high-stakes

- **Average Redemption Rate:** 69.50%
- **Average Spend:** ~\$89.30

Hampers are not great for scale, but when personalized with a handwritten note or video message, they deliver serious impact. Lead with gratitude, not gifting.

Best use cases:

- Closed-won celebration
- Holiday gifting
- Executive-level outreach
- Long-term customer appreciation
- Big milestone recognition

Top gift boxes & hampers:



Harry & David



Harry & David



Artisan Deli Market



Creative Hampers



Spicers Of Hythe

By understanding what excites recipients most, you can fine-tune your gifting mix to maximize engagement, build relationships, and deliver measurable ROI.



Top tip: Give recipients the power of choice

Data shows that flexibility drives engagement. Nearly 40% of recipients opt to donate to charity, while marketplace selections tend to have a slightly higher average value.

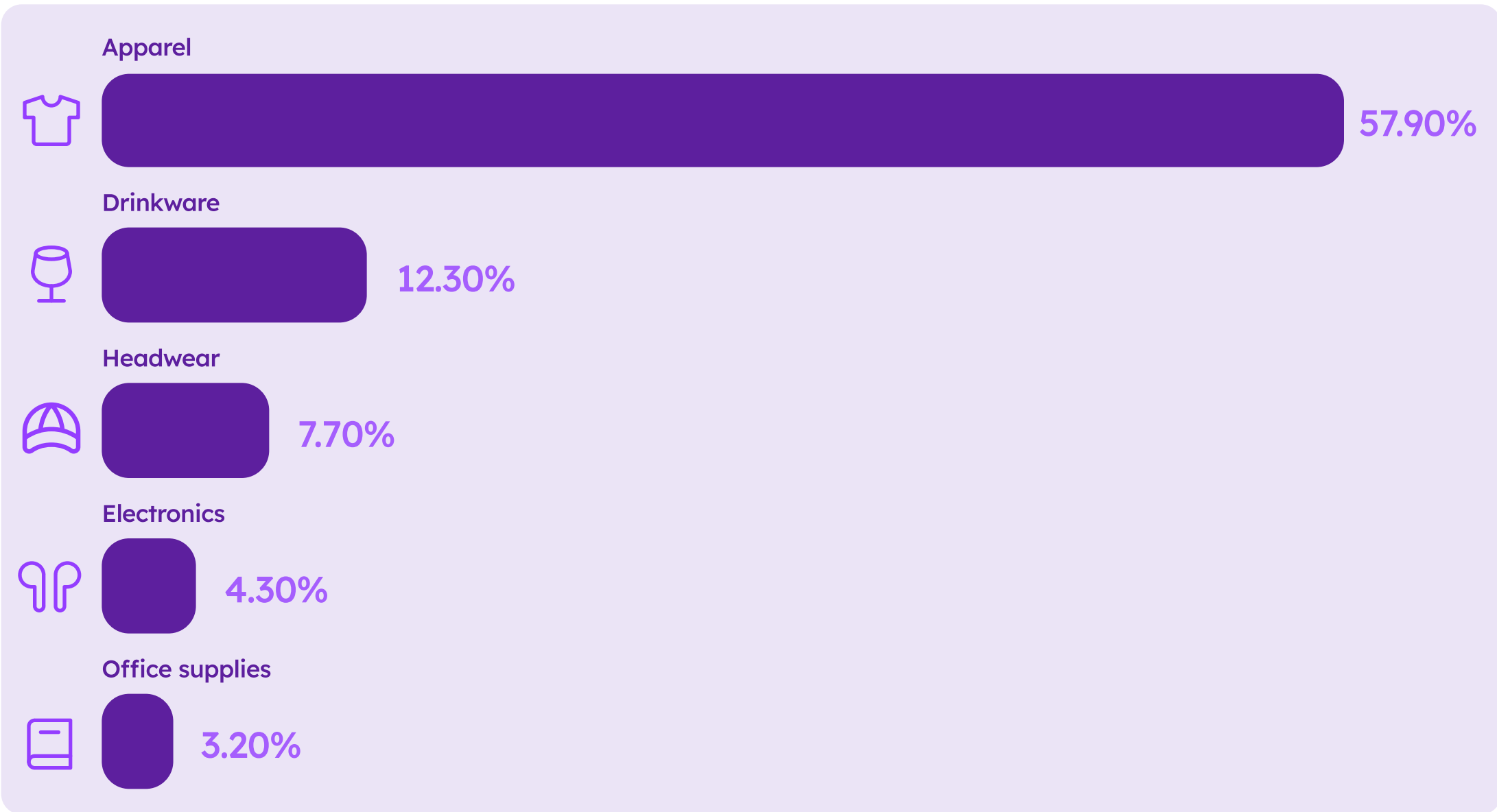
Offering the option to choose how they receive their gift, whether a curated item or a charitable donation, keeps your gifting fresh, meaningful, and more likely to resonate, strengthening relationships and boosting redemption rates.

Why swag is making a comeback in GTM success

Another important factor in corporate gifting is swag. It isn't just promotional merchandise anymore. It's a GTM tool that builds emotional connections, boosts brand recall, and drives measurable results. Done right, swag shifts from a cost center to a revenue driver, turning recipients into brand ambassadors and creating touchpoints that last long after any other campaign.

The swag hierarchy: What actually moves the needle

Our analysis of all [swag sourcing](#) orders in 2024 reveals a clear hierarchy of impact:



1. Apparel: The brand ambassador factory

Top ordered item: Short-Sleeve T-Shirt

Apparel reigns supreme because it's the ultimate visibility multiplier. Every wear creates brand exposure across professional and personal networks.

2. Drinkware: The daily ritual reminder

Top ordered item: Wine Tumbler

Coffee mugs and tumblers create brand touchpoints during routine parts of someone's day, extending beyond office hours into lifestyle moments.

3. Headwear: The subtle status symbol

Top ordered item: Organic Dad Hat

Strikes the perfect balance between practicality and personal expression, with sustainable options leading the trend.

4. Electronics: The premium experience creator

Top ordered item: Apple AirPods Pro 2

While representing smaller volume, electronics pack the biggest punch for creating memorable moments with key accounts.

5. Office supplies: The professional foundation

Top ordered item: Hardcover Bound Notebook

Quality tactile items still resonate in our digital world, especially for meeting visibility where your brand sits front and center.

Four strategic swag use cases that drive results



Event marketing that extends beyond the booth

Focus on items attendees will actually use in their daily lives, creating ongoing touchpoints that reinforce key messages long after the conference ends.



Customer success that builds loyalty

Strategic swag drops for milestone celebrations, successful implementations, or unexpected thank-you gifts, transform transactional relationships into emotional connections that drive retention and expansion.



Prospecting that actually gets opened

A thoughtfully curated swag package with a personalized note gets prospects' attention in ways digital outreach simply can't match. Match the item to their role, industry, or recent achievement to ensure success.



Employee advocacy that scales naturally

When your team genuinely loves wearing company swag, they become authentic brand ambassadors. Quality matters here more than anywhere: if employees won't wear it proudly, prospects won't either.

Three proven strategies to turn swag into revenue



1. Quality over quantity always wins:

One premium item that recipients use daily beats ten cheap giveaways that end up in drawers. Focus on fewer, better items that create lasting impressions.



2. Match swag to sales stage:

Early prospects get practical items demonstrating thoughtfulness. Late-stage deals warrant premium electronics celebrating the partnership. Closed customers deserve surprise-and-delight moments reinforcing their decision.



3. Track beyond the send:

Monitor social media mentions, meeting appearances, and renewal conversations that reference your swag. The best items create organic brand moments that sales teams definitely notice.

The follow-up factor: Why delivery notifications drive results

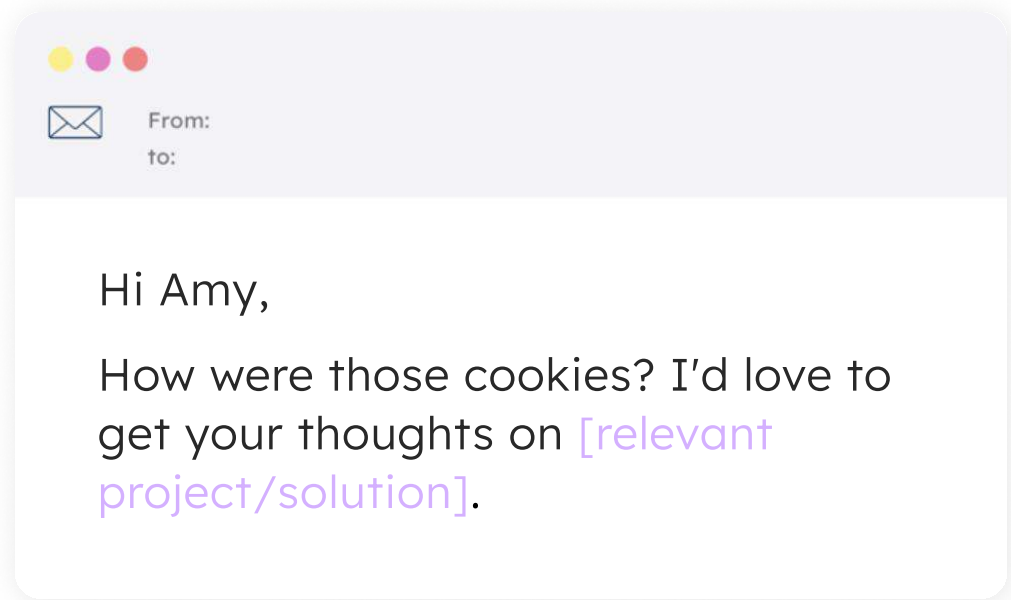
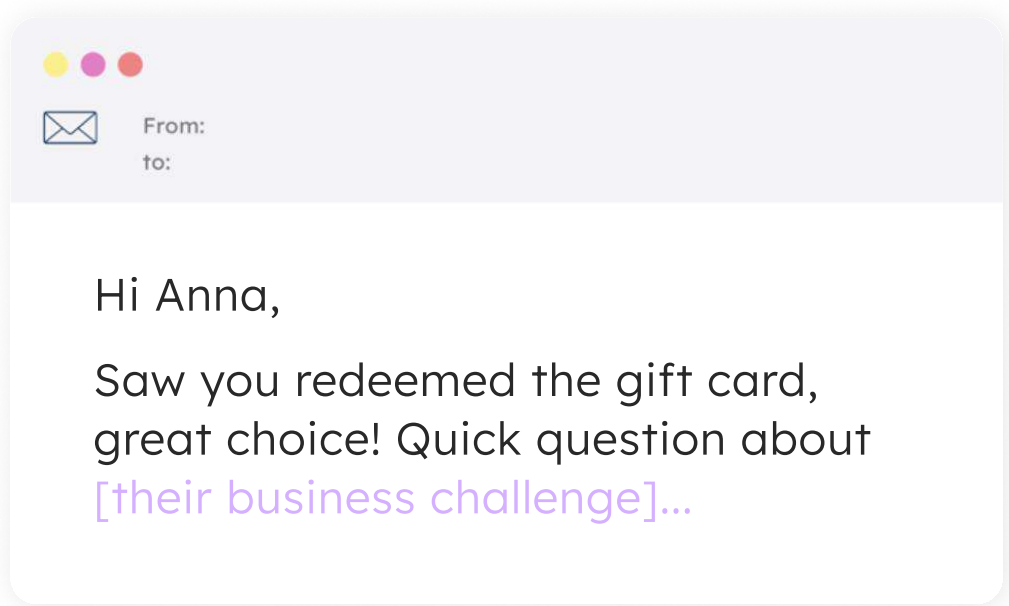
Sending the perfect gift is only half the battle. The real magic happens in those crucial moments right after your recipient receives it: and that's exactly when most people drop the ball.

Here's the thing: **your prospect is most engaged with your brand the moment they open your gift.** They're thinking about you, your company, and the gesture you just made. Miss that window, and your thoughtful gift becomes just another nice thing that happened to them last week.

The data backs this up. Recipients who receive a follow-up message within 24-48 hours of gift delivery are **3x more likely** to respond compared to those who don't hear from the sender at all. But here's the problem: most people don't know when their gift actually arrives, so they either follow up too early (awkward) or too late (missed opportunity).

That's where platforms like [Reachdesk](#) become pipeline saviors. Automated delivery notifications mean you never miss that golden moment when your prospect is most receptive. You'll know exactly when your Coffee Box Set lands on their desk or when they redeem that Reward Pass, giving you the perfect excuse to reconnect with a warm, timely message.

The follow-up doesn't need to be pushy or sales-heavy. Keep it simple:



Remember, the right gift opens the door, but the right follow-up gets you invited inside.

The real cost of gifting: Your most undervalued revenue channel

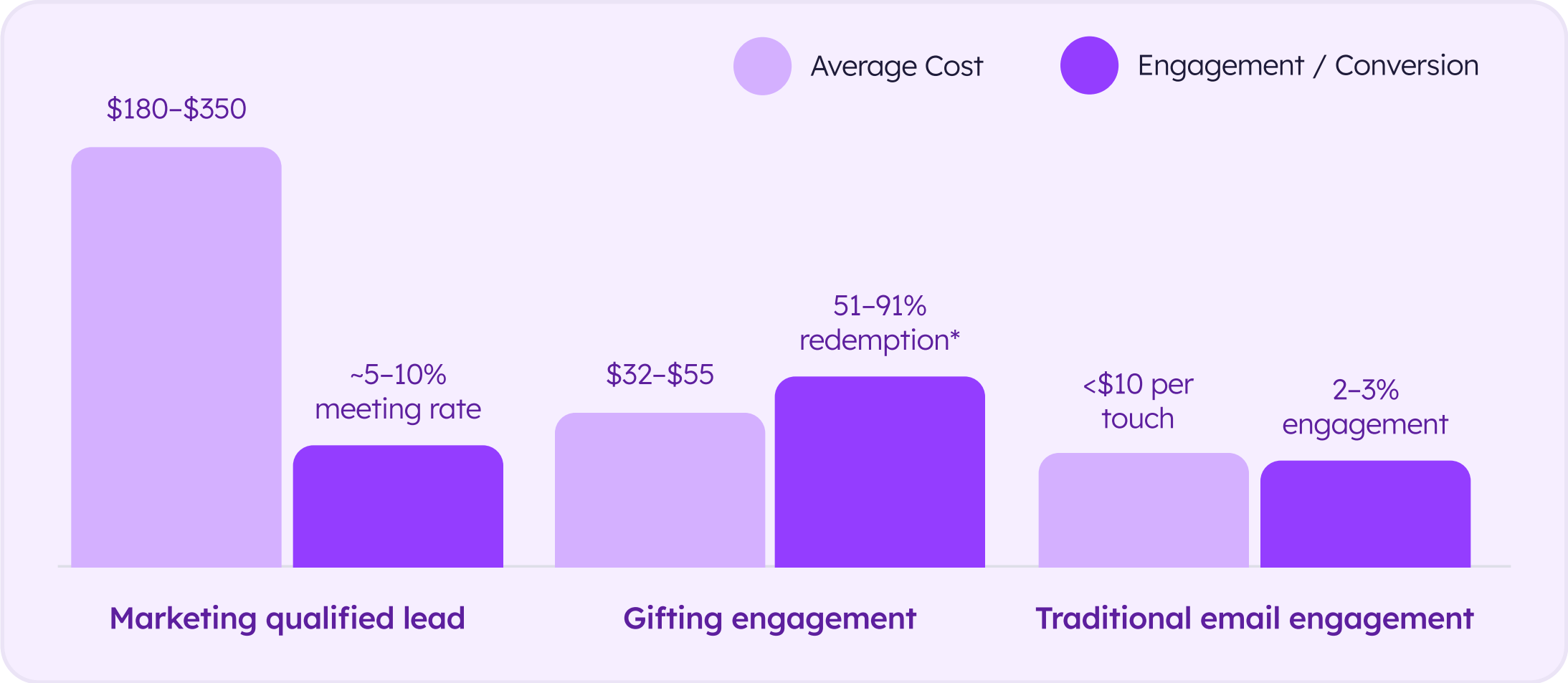
The biggest myth in B2B gifting? That it’s expensive. Our data shows a \$20–\$50 thoughtful gift can outperform a six-figure outbound campaign. The secret isn’t spending more, it’s spending smarter: targeting the right people at the right time.

While you debate budgets, your competitors are already using gifting as one of their highest converting channels, and they’re winning. They’re rewriting the playbook on prospecting, acquisition, and retention. Here’s what they know that you don’t.

The numbers don’t lie, gifting is cost-effective

Traditional marketing costs \$180–\$350 per qualified lead with a 5–10% meeting rate.
Strategic gifting costs \$32–\$55 per engagement with a 51–91% redemption rate.

Comparison of cost & engagement



*Redemption rates vary by department and gift value (keep reading for more details).

Meaning that one \$50 gift can unlock a six-figure deal. That’s not spending, that’s investing. These numbers prove that when you invest thoughtfully, even modest gifts can deliver outsized returns: setting the stage for a more strategic approach to go-to-market spending.



\$250K
worth of closed-won
revenue

Using Reachdesk in my sales process has directly impacted \$250K worth of closed-won revenue resulting in a 100X ROI. I couldn’t live without it. It helps me build stronger champions and close bigger deals, faster!

Jack Neicho, SMB Account Executive EMEA, Salesloft


[Read the story](#)

Smart go-to-market teams spend strategically

The best performers aren't throwing money at expensive gifts randomly. They're making calculated investments that compound over time.



This isn't inflation, it's evolution. Teams discovered that a slightly higher investment per gift consistently delivers bigger wins: higher engagement, faster pipeline movement, and deals that pay for themselves many times over.



15%

increase in meeting show rates

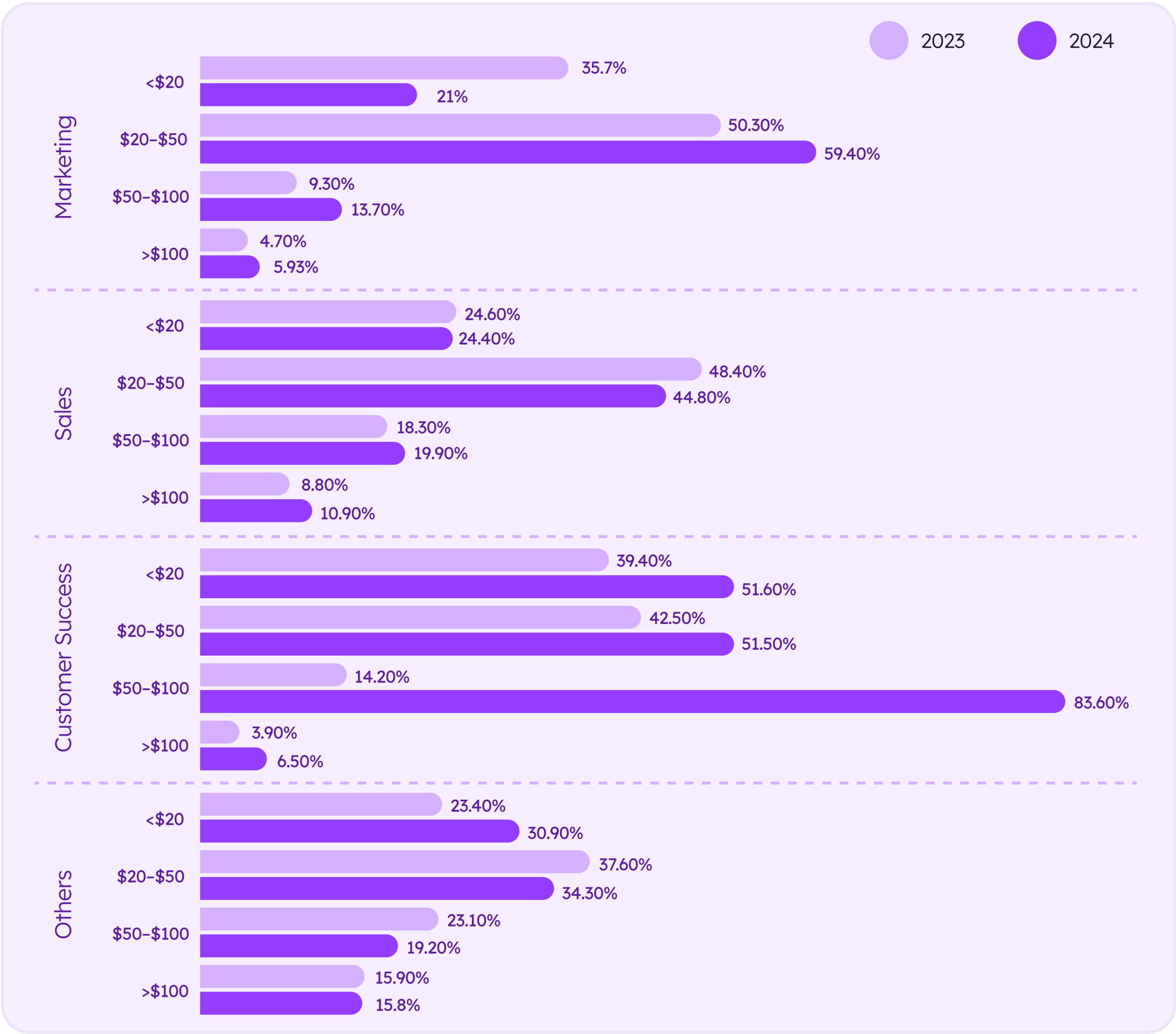
When we first started using Reachdesk, we saw a 15% increase in meeting show rate. More shows equals more deals so that directly impacts our bottom line.

Kiera Griffis, Marketing Campaign Manager, BILL Spend & Expense

[Read the story](#)

How each department wins with gifting

Different teams have adapted their gifting approach to meet different goals. Here’s how the data breaks down by department and spend level and what it means for each team:



1. Marketing invests in quality over quantity

Marketing teams are abandoning spray-and-pray tactics. Low-value gifts are losing ground while mid-tier (\$20–\$50) gifts hit 59% redemption. The message is clear: thoughtful campaigns beat mass comms.

2. Sales balances scale with impact

Sales still invests in volume through \$20–\$50 gifts for broad reach, but high-value gifts over \$100 are becoming the secret weapon with redemptions climbing to 11%. Meaning: mass gifting starts conversations; strategic gifting closes deals.

3. Customer success have mastered retention

CS teams are going bold. Their \$50–\$100 gifts now see 83% redemption rates, (nearly doubling in impact). When renewal time comes, thoughtful gifting isn’t just nice to have; it’s essential.

4. Other departments experiment to learn what works

Other teams take a varied approach, testing different price points. Low-value gifts under \$20 increased slightly, while mid-tier gifts saw minor declines. High-value gifts over \$100 stayed steady at 15%, showing selective investment drives meaningful engagement.

Campaign ROI: match strategy to goals

You already know that not all gifts are created equal. Here's how to deploy each pricing tier for maximum impact:

Volume outreach starts conversations

- **Average spend:** <\$20 per touch
- **Redemption rate:** 31–66%
- **Best for:** Brand awareness, maintaining visibility
- **Why it works:** Low-value gifts alone have limited ROI, but at scale and paired with higher-value follow-ups, they keep your brand visible and guide prospects toward deeper engagement.

New business prospecting opens doors

- **Average spend:** \$20–\$50 per touch
- **Redemption rate:** 52–91%
- **Best for:** First meetings, warming cold prospects
- **Why it works:** Mid-tier gifts consistently open doors. A single \$40–\$50 gift can spark a six-figure pipeline opportunity. Even a modest 5% lift in meeting-to-close rates on a \$25,000 deal can yield ~3,000% ROI.

Renewal & retention protect revenue

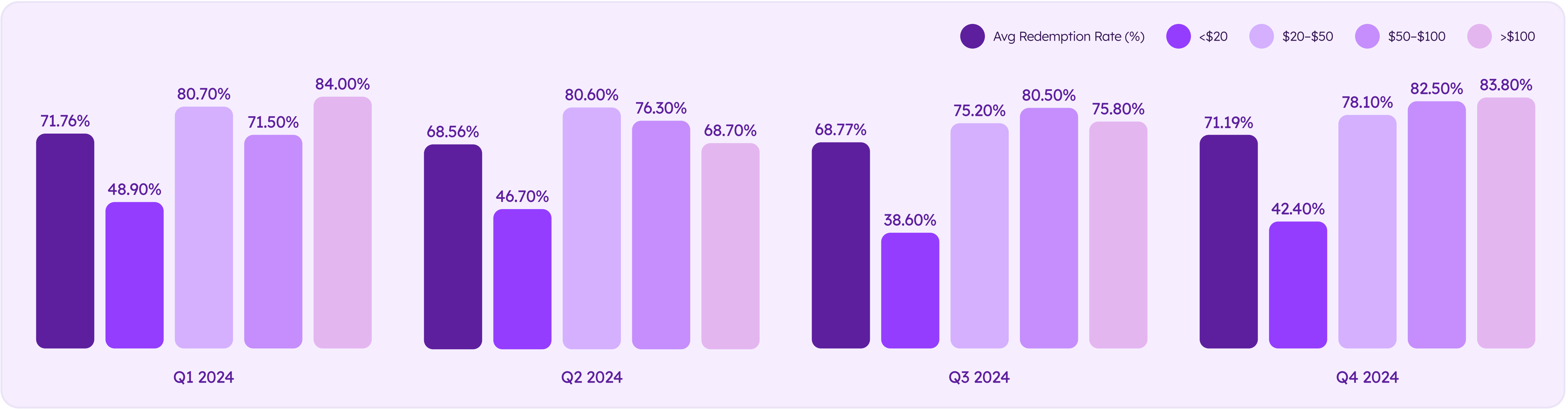
- **Average spend:** \$50–\$100 per touch
- **Redemption rate:** 68–84%
- **Best for:** Critical renewal moments, account nurturing
- **Why it works:** Premium gifts resonate at key renewal moments. Marketing uses them to reinforce value, while CS sees over 80% redemption with targeted sends. Protecting just one \$50,000 renewal offsets the cost of hundreds of smaller touches, making this tier highly efficient for retention.

Upsell & expansion drive growth

- **Average spend:** >\$100 per touch
- **Redemption rate:** 71–89%
- **Best for:** Key account expansion, executive engagement
- **Why it works:** Luxury gifts drive expansion and cross-sell conversations. Marketing and CS see redemption rates up to 89%, while Sales deploys them selectively for high-value accounts. A single premium send can unlock incremental revenue streams with compounding ROI over the account lifecycle.

How seasonality influences gifting costs and ROI

Our data shows that the quarter you send gifts in has a real impact on redemption rates and the return on your gifting spend. Overall redemption sits around 68 to 72 percent, but breaking it down by gift value reveals clear seasonal patterns:



The key trends:

- **Lower-cost gifts (<\$20)** underperform in Q3 and Q4 when inboxes are crowded.
- **Mid-range gifts (\$20-\$50)** stay steady year-round, delivering reliable engagement.
- **Premium (\$50-\$100)** and luxury gifts (>\$100) shine during seasonal peaks, especially Q1 and Q4, when they create standout impact.

Your 2025 gifting investment framework

Now, let's turn those insights into action. Here's how to allocate budget across the year to maximize ROI:



Foundation building (20% of annual budget)

Focus: Broad awareness <\$20 + strategic luxury sends >\$100

GTM strategy: Combine volume outreach with a few wow-factor gifts for key accounts to set momentum early. Redemption peaks at 84% for luxury gifts, perfect for surprising top prospects, especially in Q1.



Momentum acceleration (25% of annual budget)

Focus: Balanced investment across tiers (\$20–\$50 steady, \$50–\$100 selective premium)

GTM strategy: Keep pipeline moving with mid-tier gifts while using premium sends to accelerate deals. This is a great focus for Q2, as it delivers consistent engagement across all tiers, around 80% redemption.



Strategic precision (25% of annual budget)

Focus: \$50–\$100 premium campaigns targeting warm prospects and expansion opportunities

GTM strategy: Avoid <\$20 mass sends (38.6% redemption), especially in Q3. Concentrate on thoughtful, higher-value gifts that resonate with engaged contacts nearing key decisions.



Relationship investment (30% of annual budget)

Focus: \$50+ premium and luxury campaigns

GTM strategy: Go big in Q4. Redemption peaks at 82–84%. Secure renewals, deepen partnerships, and drive last-minute pipeline conversions before year-end when competition is high.



The cost of doing nothing

Every day you treat gifting as “nice to have,” competitors are building stronger relationships, achieving higher engagement, and accelerating their pipeline growth.

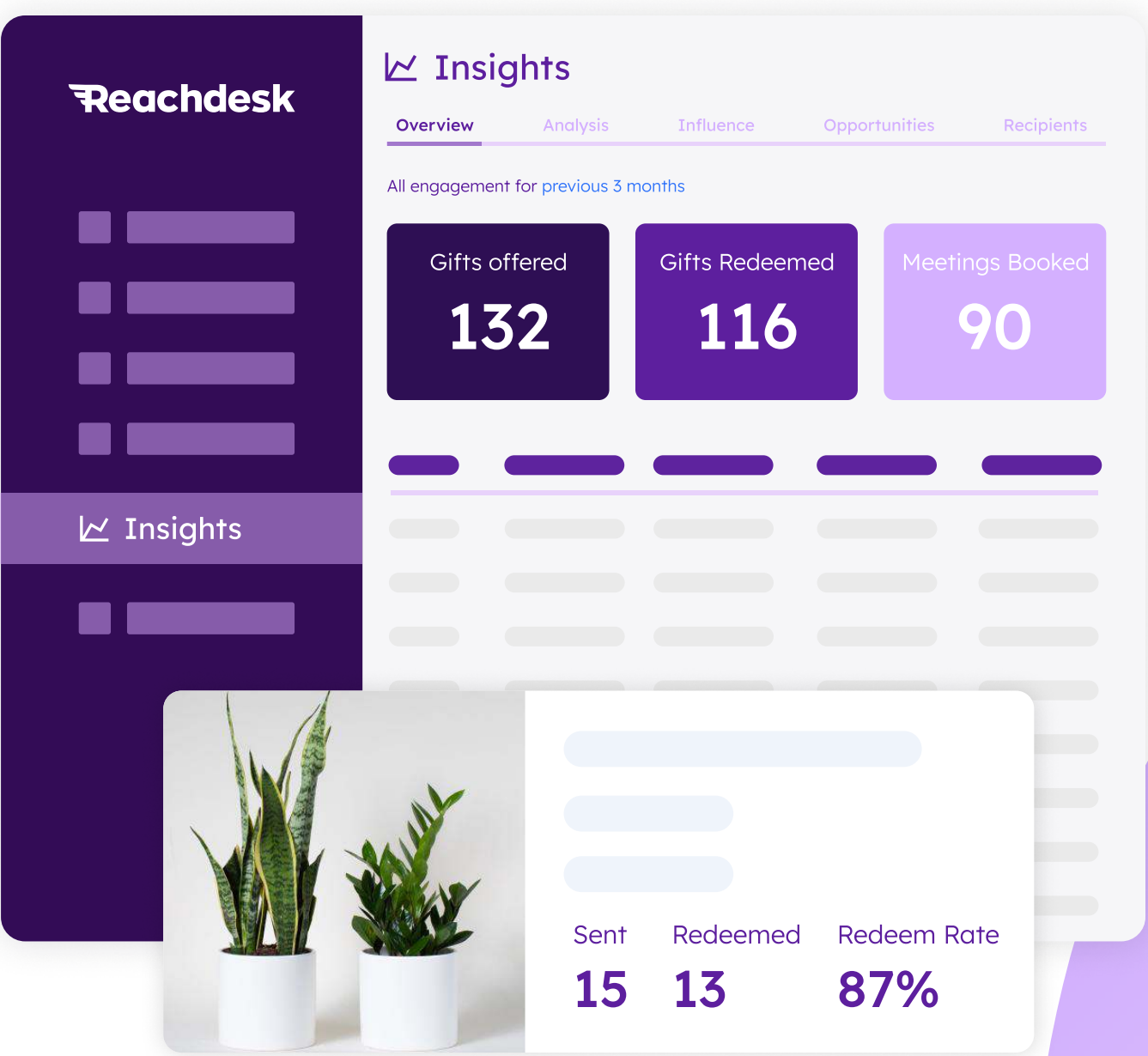
Your prospects are receiving gifts. The only question is whether they’re from you or your competition.

The data is undeniable:

- Teams investing 9–14% more per gift see bigger wins across all metrics.
- Gifting delivers \$32–\$55 cost per engagement vs. \$180–\$350 per marketing qualified lead.
- Strategic investment drives measurable impact: mid-tier hits the engagement sweet spot while premium accelerates pipeline.

The real question isn’t “Can we afford to invest in gifting?”.

It’s “Can we afford not to?”.



Gifting without borders: Launching gifting programs at a global scale

Gifting without borders means building relationships anywhere, anytime. Reachdesk’s global warehouse network across the US, Canada, UK, Ireland, and Australia powers gifting to over 190 countries. [Reachdesk’s curated marketplace](#) connects you with local vendors, offering 8,000+ physical gifts and eGifts to ensure every gift is relevant and culturally appropriate. We handle customs, duties, and all the behind-the-scenes complexity, so your brand lands quickly, and makes the right impression.

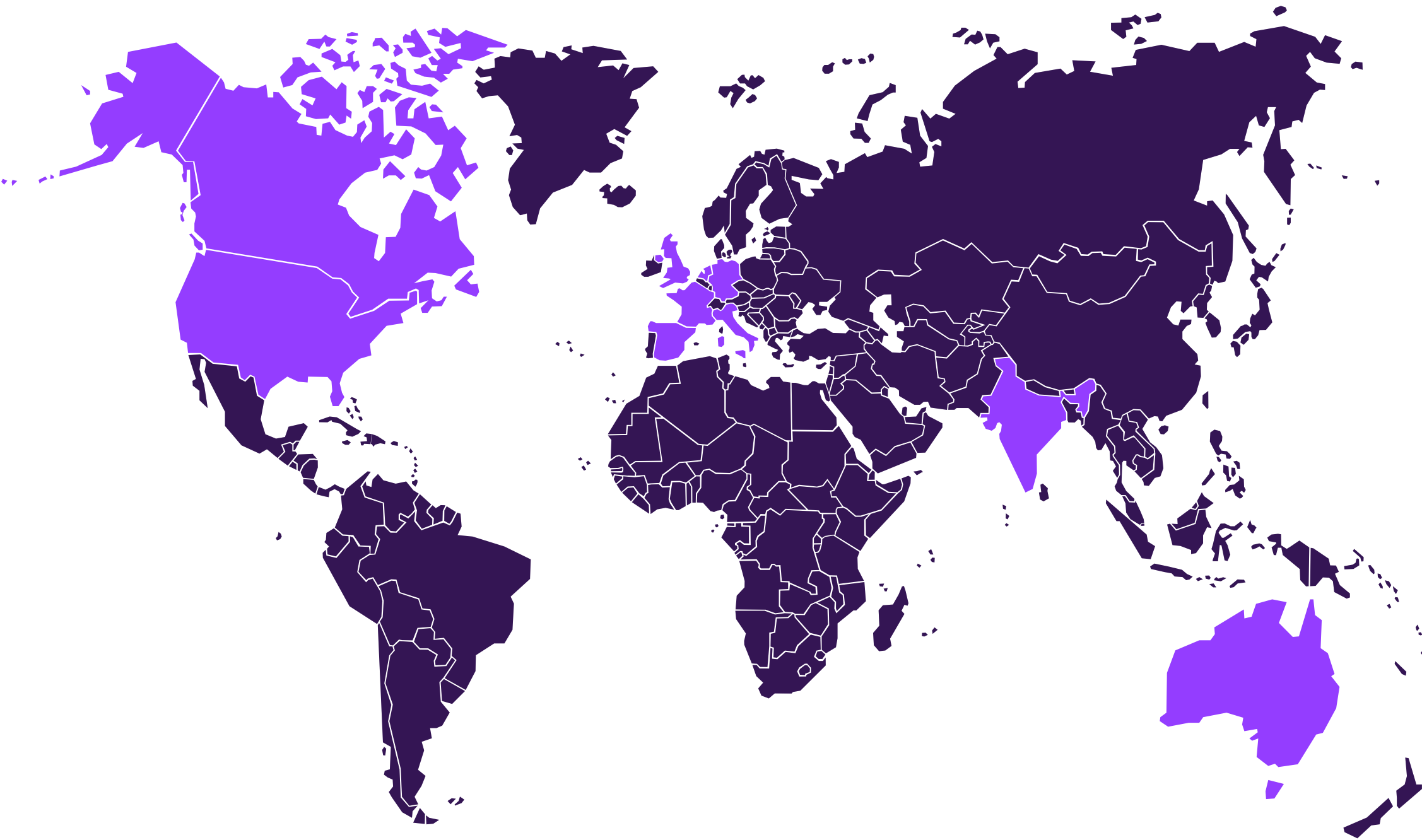
No matter if it’s a hyper-targeted ABM play in the USA, a reactivation gift in Germany, or appreciation in India, Reachdesk makes global gifting simple and impactful.

Shipping & fulfillment warehouse performance

Speed and reliability, even during peak seasons:

- **Standard SLA:** 3 days (Average performance: 1 day)
- **Stock shipments:** 5 days SLA (Average performance: 3 days)
- **Domestic standard:** 1–5 days (UK performance 1 day)
- **Domestic express:** 1–2 days
- **International standard:** 3–10 days
- **EU international express:** 3–5 days

Distribution: Top 10 shipping countries by volume & engagement



1 United States

2 United Kingdom

3 Canada

4 Australia

5 Germany

6 Netherlands

7 France

8 India

9 Spain

10 Italy

Global warehouse network

With Reachdesk’s strategically placed hubs, borders won’t stand in the way of building pipeline and growing relationships globally:

- **United States**
- **Canada**
- **United Kingdom**
- **Ireland & Europe**
- **Australia & APAC**

Strategic recommendations for global gifting success

Regional considerations:

- Plan campaigns around local and national holidays to maximize relevance.
- Respect cultural customs and gifting etiquette to boost acceptance and engagement.
- Tailor messaging and gift selections to regional preferences and languages.
- Plan physical and virtual events around recipients’ time zones for maximum participation.

Shipping & fulfillment optimization:

- Use regional warehouses and fulfillment centers to reduce shipping times and costs.
- Anticipate and prepare for seasonal peaks and local busy periods to avoid delays.
- Account for weather conditions impacting perishables and fragile items during transit.
- Build in extra lead time to accommodate customs clearance and international regulations.
- Confirm recipient addresses proactively to prevent delivery failures and waste.

Global best practices:

- Align campaign timing with seasonal variations across hemispheres for maximum impact.
- Use flexible delivery options including express and tracked shipping for premium experiences.
- Monitor and analyze shipping and redemption data by region to continuously improve strategies.
- Prioritize sustainability in packaging and shipping to align with corporate responsibility goals.
- Enable seamless integration with CRM and marketing automation tools for personalized gifting at scale.



Having a gifting partner that has warehouses everywhere we’re shipping to and can source locally into those warehouses cuts down our carbon footprint. That was a big selling point for us.

Ariel Madway, Senior Manager, Community Engagement, Zappi

[Read the story](#)

Chapter 6

Beyond gifting: Creating unforgettable brand experiences with bespoke campaigns and virtual events

For today's GTM teams and marketers, gifting is just the starting point. To truly stand out, you need to create moments that go beyond the transactional: experiences that feel personal, memorable, and worth talking about.

This chapter explores how tailored campaigns and premium virtual events can transform outreach into memorable experiences, building genuine connections that drive measurable growth.



Unlocking impact with Reachdesk Creative Services

Generic swag is no longer enough. [Reachdesk Creative Services](#) partners with GTM teams to create personalized, on-brand gifting experiences that drive measurable outcomes, from pipeline acceleration to event engagement.

Impact by the numbers

- **453+** custom campaigns crafted with care
- Trusted by **55.8%** of Reachdesk customers
- Rated **4.89/5** by 156 delighted customers
- **23% uplift** in gift redemption compared to self-serve gifting campaigns
- **31% improvement** in overall campaign performance

How Creative Services work

Create hyper-personalized experiences

- Curated gift and swag bundles tailored to your audience
- Custom-branded landing pages, and swag store portals
- White-label options to keep your brand in the spotlight
- Consistent brand storytelling and messaging across all channels

Offer strategic guidance

- Dedicated Creative Campaign Manager from concept to launch
- CRM-integrated insights to track, measure success, and maximize ROI
- Seamless swag management and fulfillment

Deliver seamless global execution

- Logistics handled in **190+ countries**
- Quality control at every stage
- Real-time campaign tracking, shipping and reporting for full visibility

Where Creative Services drives best results

Account-based marketing (ABM)

- Targeted, personalized outreach gifting campaigns that resonate
- Multi-touch gifting sequences to nurture key accounts
- Custom messaging that strengthens connections

Event marketing

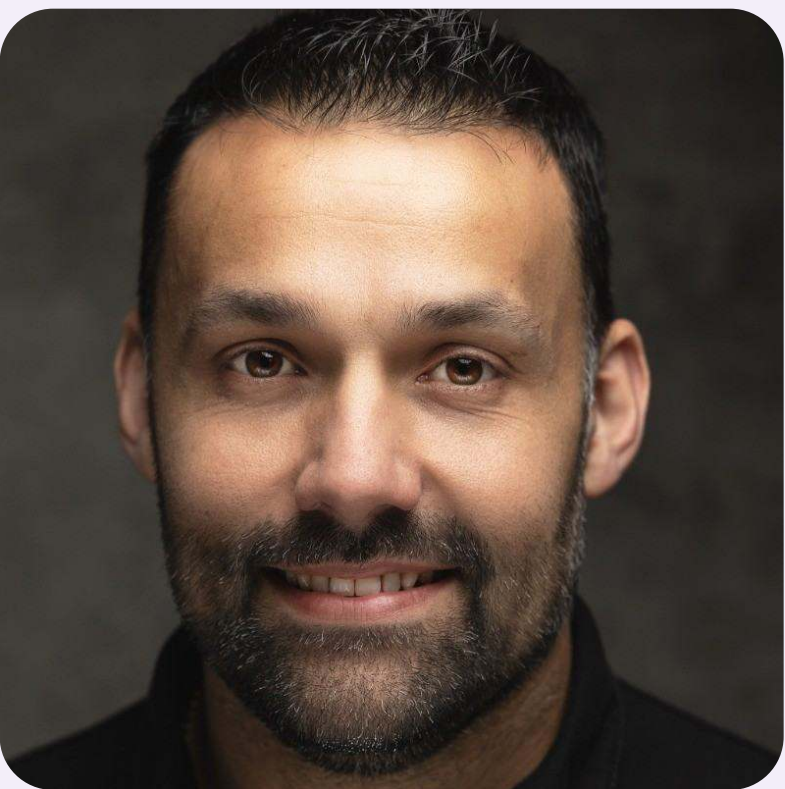
- Engaging pre-event swag and invitations to boost attendance
- Thoughtful post-event gifts to extend brand impact
- Virtual event experiences that foster genuine connections

Sales enablement

- Creative prospect outreach campaigns that stand out
- Personalized meeting follow-ups that keep momentum
- Deal acceleration through impactful gifting moments

Customer marketing

- Warm welcome packages to onboard new clients
- Anniversary and milestone recognition to build loyalty
- Customized gifts to celebrate customer success



\$6M pipeline influenced

Reachdesk customer service is a particular strength. When we've had queries, we've received quick responses. It's nice that it's often the same person, so you've built up that relationship. I never feel like I'm left with a chatbot. I feel like there's a human at the other end.

Paul Modaley, Digital Marketing Coordinator, Reputation

[Read the story](#)

The virtual event advantage

Virtual experiences are back and they are driving revenue.

The best GTM teams are not treating them as “nice-to-have” moments. They are using premium, small-group experiences to cut through inbox noise, get decision-makers talking, and turn curiosity into commitment. The data is clear: when you nail the timing, format, and execution, virtual events do not just engage, they accelerate deals.

Timing is everything

Midweek is your golden window. Nearly **87%** of all virtual events happen on Wednesday and Thursday, when calendars are steady, focus is high, and engagement is at its peak.

When to schedule for maximum impact:

- **Wednesday: 43.48%** – highest attendance and engagement rates
- **Thursday: 43.48%** – optimal decision-maker availability
- **Friday: 4.35%** – lighthearted end-of-week connections
- **Monday: 4.35%** – rare early-week kick-off slots
- **Tuesday: 4.35%** – niche scheduling opportunity

The investment pays off

- Average spend per attendee: \$200
- Ideal group size: 25 — enough for momentum, small enough for intimacy

Why bet on premium experiences:

- Skyrockets engagement vs. static webinars
- Creates memorable, differentiated brand touchpoints
- Gets buying committees in the (virtual) room together
- Accelerates relationship building in a competitive market

Most popular formats (by annual bookings):



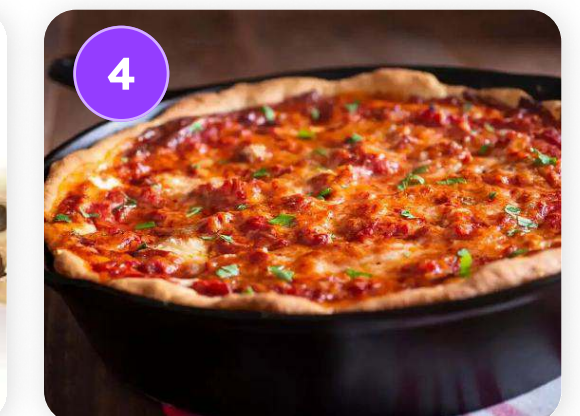
Wine tastings



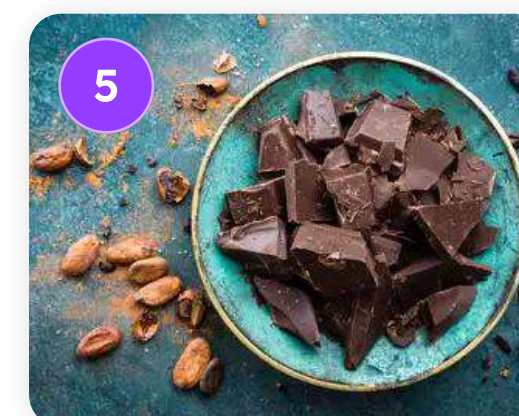
Cooking classes



Mystery experiences



Virtual pizza nights



Chocolate & coffee tastings



Mixology classes



Virtual game nights



Escape room challenges

The virtual event success playbook

1. Schedule smart:

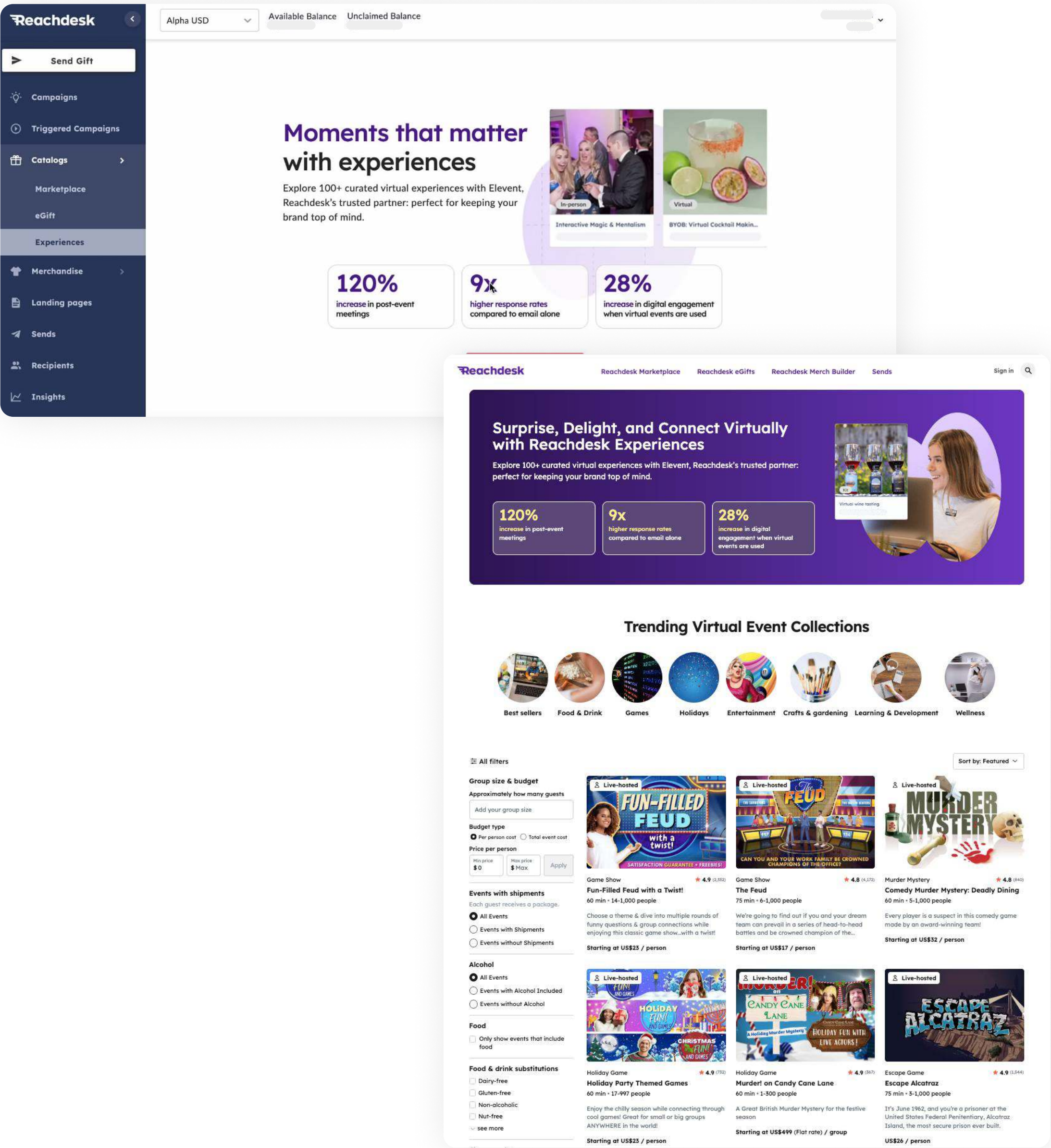
- Schedule events midweek (Wednesday or Thursday)
- Plan for 60–90 minutes of focused engagement
- Match event time to your audience’s time zone
- Offer flexible attendance options

2. Maximize attendance:

- Send calendar invites immediately after registration
- Send reminder notifications before the event
- Provide preparation instructions to build anticipation (kit arrival, dress code, tools)
- Follow up quickly with recordings, recaps, and next steps

3. Make your event unforgettable:

- Pair experiences with physical gifts (think edible invites, branded kit packs, coffee vouchers, participation awards)
- Host multi-session series to deepen engagement
- Experiment with hybrid experiences
- Align events with seasonal or timely themes



Chapter 7

Proving your gifting program’s success: The playbook for tracking what matters

You may be wondering: How do I prove to my boss or CFO that gifting works?

Once, that was nearly impossible. Gifting ROI lived in the shadows, lumped in with “brand awareness” or anecdotal wins.

Nowadays, intelligent corporate gifting and swag platforms like [Reachdesk](#) make the impact crystal clear by syncing directly with your CRM, attributing revenue to specific sends, and showing exactly how gifts influence pipeline, deals won, and customer loyalty.

KPI’s worth tracking for proving success

1. Campaign performance

- **Redemption rate:** How many recipients claimed the gift.
- **Response rate:** How often a send sparks a reply, meeting request, or renewed engagement.
- **Cost per send:** The true cost of delight including gift, packaging, and shipping.
- **Cost per conversion:** How much it takes to turn a gift into a customer.

2. Pipeline attribution

- **Pipeline ROI:** Pipeline revenue generated for every \$1 spent on gifting.
- **Closed won ROI:** The revenue impact of gifting on deals you actually win.
- **Pipeline acceleration:** How much faster gifted opportunities move through the funnel.
- **Attribution rates:** Customize to match your internal revenue model.

3. Advanced insights

- **Timing analysis:** When your sends land for maximum impact.
- **Gift category effectiveness:** Which types of gifts influence outcomes most.
- **Price point performance:** Finding the sweet spot between spend and return.
- **Geographic trends:** Regions where gifting drives the highest engagement.

4. Business impact

- **Meeting conversion rate:** How often a gift translates into a booked conversation.
- **Customer retention rate:** The role of gifting in renewals and loyalty.
- **Customer lifetime value (CLV):** The long-term revenue influence of strategic gifting.
- **Overall ROI:** End-to-end clarity on cost versus revenue impact.

Gifting is no longer a guessing game. It’s a science. With the right tracking in place, you can prove, improve, and scale the impact of every single send.

If you’re interested in learning more, check out our article on [How to Create a Corporate Gifting Strategy That Delivers ROI](#).

The bottom line: Why gifting isn't optional

You already know most marketing barely makes it past the scroll. But a thoughtful gift? That lands, sparks a smile, and earns genuine attention. This chapter reveals the numbers, psychology, and strategy behind why gifting is the edge GTM teams use to cut through the noise, build relationships, and accelerate revenue.

The gifting performance reality

The data is clear: gifting amplifies your GTM channels, fueling stronger pipeline and deeper customer loyalty.



Metric	Traditional Marketing	Gifting	Your Advantage
Open Rates	39%	85.34%	+119% improvement
Click-Through Rates	3.25%	58.31%	+1,844% improvement
Conversion Rates	3%	56.34%	+1,778% improvement
Response Rates	Traditional outreach	+25% for cold prospects	Higher engagement
Meeting show rates	Baseline	+18% demo call attendance	Better attendance and more qualified leads when coffee egift is sent
Follow-up Response	Standard timing	3x more likely within 24-48hrs	Faster pipeline movement

The real reason gifting makes your brand unforgettable

Gifting succeeds because it solves the fundamental problem of modern marketing: how to create genuine human connection in an increasingly digital world.

When someone receives a thoughtful gift:

- **They remember your brand** (not just your message)
- **They feel valued** (not just targeted)
- **They engage** (not just consume)
- **They reciprocate** (relationship psychology)

In simple terms:

While your competitors are:	You'll be:
✗ Fighting for inbox attention	✓ Creating unforgettable moments
✗ Increasing ad spend for decreasing returns	✓ Building genuine relationships
✗ Struggling with digital fatigue	✓ Standing out in physical mailboxes
✗ Competing on price and features	✓ Competing on value and connection



\$1.4M
of MRR

We are not robots, we're humans. Sometimes in sales cycles, it feels like you lose that human approach. Gifting really brings it together, that you're not just the decision maker or the wallet, but you're a human.

Angie Villalba, Field Marketing at SproutSocial

Read the story



\$10M+
in influenced pipeline and \$70M+ in progression

From the first conversation, the Reachdesk team felt like an extension of ours. It was never transactional, always creative, collaborative, and responsive. Ensuring that each gift was impactful and aligned with our business goals.

Kaleigh Wright, Demand Generation Specialist at Workhuman

Read the story

Chapter 9

Looking ahead: The future is physical

In a world drowning in digital noise, the companies that win are those who dare to be different. Who understand that in an age of artificial intelligence, authentic connection matters more than ever.

The data proves it. The results confirm it. The future demands it.

Gifting isn't just another tactic: it's the antidote to digital fatigue. It's how modern GTM teams are making their brand unforgettable, breaking through the noise, and building the relationships that drive sustainable growth.

Trends shaping the future of gifting

✦ 1. Make every gift feel personal

- Pipeline revenue generated for every \$1 spent on gifting.
- Closed won ROI: The revenue impact of gifting on deals you actually win.
- Pipeline acceleration: How much faster gifted opportunities move through the funnel.
- Attribution rates: Customize to match your internal revenue model.

✉ 2. Deliver moments that matter

- Enhance virtual events with meaningful gift experiences
- Optimize unboxing for lasting brand impact
- Engage multiple senses to leave unforgettable impressions

💝 3. Gifting that gives back

- Offer eco-conscious products and packaging
- Source locally to reduce shipping impact
- Provide charitable alternatives

📊 4. Measure, predict, optimize

- Track gifting's role across buyer journeys
- Predict responses to optimize campaigns
- Adjust in real time to maximize effectiveness

How to make gifting work for you

- **Start small, think big:** Begin with proven categories, test price points, and expand based on results
- **Leverage technology:** Track outcomes, integrate with your CRM, and automate where possible
- **Stay personal:** Focus on preferences, time sends strategically, and maintain authentic connections

The final word

Modern buyers receive thousands of marketing messages every day. By personalizing every touchpoint, creating memorable experiences, and integrating gifting across channels, you break through the noise, strengthen relationships, and drive measurable growth: turning your brand unforgettable in the process.

The question isn't whether you should add gifting to your GTM strategy.

The question is: **how much longer can you afford not to?**

Explore more about corporate gifting:



Gift Masters:
A gifting
webinar series
for GTM teams.



ABX &
Corporate
Gifting Guide



Event Marketing
Gifting
Playbook



Sales
Development
Playbook



Ready to make your GTM motion unforgettable?

The data shows the way forward. Now it's time to act. [Request a demo](#) to discover how we help you deliver moments that matter at scale.

Book a demo

Have questions or need support?
Email us at hello@reachdesk.com.



reachdesk.com