

Boosting event engagement and marketing efficiency: How Infinidat scaled success with corporate gifting



INFINIDAT

Company name: Infinidat

Headquarters: United States

Company size: 500-1000 employees

Industry: Enterprise IT Systems, Software, and Services

Teams using gifting: Marketing and Sales

Main gifting use case: Enhancing event engagement, driving outbound meetings, and streamlining seasonal campaigns

Generated **outstanding pipeline** with **dozens of influenced enterprise opportunities**.

Achieved a **high gift redemption rate**, significantly enhancing brand experience and driving stronger engagement.

Infinidat, a leading provider of enterprise storage solutions, is known for its innovative approach to providing reliable, scalable, and cyber secure enterprise storage on a global basis. To support its global marketing strategy, Infinidat's team was actively looking for a better solution for corporate gifting—one that could perform on a global scale, streamline processes for their needs and overcome the limitations posed by their previous vendor, which was a US-only operation.

We gained insights from Infinidat's Senior Field and Channel Marketing Manager for EMEA and APJ, Karine Haase, to learn how Reachdesk transformed their corporate gifting efforts for events and strategies for campaigns.



Karine Haase, Senior Field and Channel Marketing Manager for EMEA and APJ at Infinidat

The challenge: Boosting event attendance and engagement

Before Reachdesk, Infinidat used a US-only corporate gifting platform, which was not available in Europe. This posed significant limitations for global corporate gifting campaigns and event support. The manual process of coordinating gifts, especially for international events, resulted in inefficiencies, logistical headaches, and a lack of visibility on the impact of corporate gifting.



"We needed a solution that could scale globally, offer clear ROI visibility, and simplify the corporate gifting process."

Karine Haase, Senior Field and Channel Marketing Manager for EMEA and APJ at Infinidat.

In addition to these operational challenges, Infinidat struggled to source corporate gifts in diverse regions, particularly for virtual events and webinars, where the need for global reach was even more pronounced. Event-specific gifts and seasonal campaigns needed a reliable and seamless process to maximize engagement, drive outbound meetings, and minimize logistical headaches.

The solution: Reachdesk's event-focused global corporate gifting platform

After evaluating other platforms, Infinidat chose Reachdesk for its global reach, ease of use, and robust corporate gifting capabilities.



"What stood out was Reachdesk's ability to handle global shipments, especially to EMEA regions, and provide a much broader selection of gifts than our previous solution."

Karine Haase, Senior Field and Channel Marketing Manager for EMEA and APJ at Infinidat.

Reachdesk's integration with Infinidat's CRM platform further streamlined the process, allowing for better tracking, visibility, and reporting. It also enabled event and webinar-specific gifting, which was essential for driving engagement, increasing attendance and growing the number of post-event meetings.

The results: Outstanding pipeline influenced by streamlined gifting, increased engagement, and global outreach

Since implementing Reachdesk, Infinidat has seen significant improvements in operational efficiency, event engagement, and pipeline generation.

Key results:

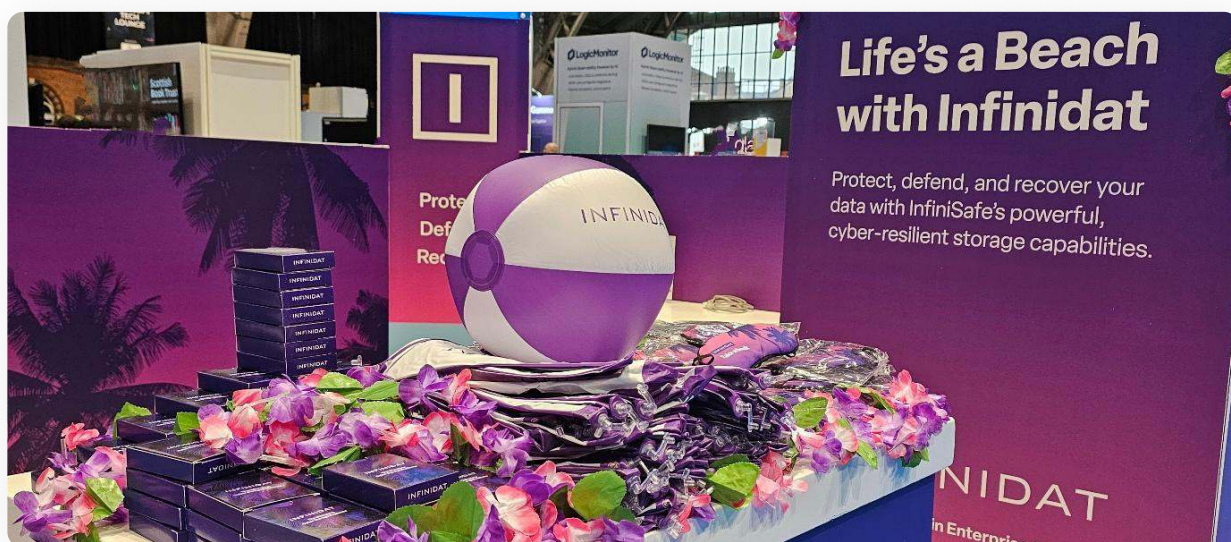
- **Pipeline:** Integrated corporate gifting campaigns influenced enterprise opportunities, contributing to pipeline.
- **Adoption:** High volumes of gifts sent, with an equally high redemption rate, reflecting elevated levels of team and recipient engagement and satisfaction.
- **Engagement:** Holiday campaigns achieved an exceptionally high gift claims rate, including a standout UK campaign that generated a significant increase in opportunities and pipeline.
- **Top Performers:** Seasonal corporate gifting and event-specific campaigns emerged as key drivers of engagement, remarkably enhancing marketing efficiency.

One of Infinidat's standout campaigns was their tropical-themed booth at an event, where Reachdesk helped source custom Hawaiian shirts, blow-up palm trees, and beach balls that added a fun, engaging touch to the booth.



“The items sourced through Reachdesk helped us stand out and enhanced our branding in a memorable way,” said Haase. “It was a huge hit, generating a lot of positive feedback from customers, prospects, channel partners, the Press, and industry analysts.”

Karine Haase, Senior Field and Channel Marketing Manager for EMEA and APJ at Infinidat.



Additionally, Infinidat used Reachdesk to enable prize distribution for their spin-the-wheel competition at an event, where attendees could win branded items that were already stocked in Reachdesk warehouses. This gamified approach boosted event engagement significantly.



“The spin-the-wheel competition was a big hit, and Reachdesk made it easy for us to deliver prizes seamlessly.”

Karine Haase, Senior Field and Channel Marketing Manager for EMEA and APJ at Infinidat.

Since adopting Reachdesk, Infinidat has drastically reduced the time spent managing gifting logistics, enabling their team to focus on more impactful, pipeline-generating activities.



“Reachdesk makes our lives easier, it saves us time and ensures everything is easy to access, eliminating much of the coordination and logistical stress.”

Karine Haase, Senior Field and Channel Marketing Manager for EMEA and APJ at Infinidat.

Reachdesk’s integration with Salesforce and the support from our Creative Services team has led to smoother workflows and increased adoption of the platform across Infinidat’s teams.



Looking ahead: Expanding global outreach with creative and personalized corporate gifting campaigns

Since 2023, Infinidat has relied on Reachdesk for seasonal campaigns, event swag, and more targeted outreach to both prospects and customers. These initiatives have been pivotal in strengthening relationships, driving engagement, and securing more meetings.



“Reachdesk has allowed us to execute personalized campaigns effortlessly, whether it’s for a holiday season or a specific event. It’s become a critical part of our strategy for connecting with our audience in a meaningful way.”

Karine Haase, Senior Field and Channel Marketing Manager for EMEA and APJ at Infinidat.

Looking forward, Infinidat plans to continue expanding on Reachdesk’s capabilities to enhance their marketing and sales efforts, delivering tailored experiences that resonate globally. As part of this, they aim to increase their use of Reachdesk’s Merchandise Builder to create custom-branded swag for their events, further reinforcing their brand identity and driving deeper engagement with prospects and customers.



“We’re seeing great results with Reachdesk, it’s made gifting so much easier, more efficient, and impactful. I would definitely recommend it for any company looking to scale their gifting program.”

Karine Haase, Senior Field and Channel Marketing Manager for EMEA and APJ at Infinidat.

Reachdesk has proven to be not just a corporate gifting platform but a reliable corporate gifting partner, empowering Infinidat to achieve impactful results globally, and at scale.

Ready to scale your success with global, impactful gifting strategies like Infinidat?

[Book a demo with Reachdesk now](#)