

From people to pipeline: How Workhuman secured \$70M+ in opportunity progression with hyper-personalized gifting and Reachdesk

workhuman*

Company name: Workhuman

Headquarters: United States

Company size: 1,000+ employees

Industry: HR Tech / Employee Recognition

Teams using gifting: Prospect Marketing; Demand Generation, ABM, Sales

Main gifting use case: Event-driven engagement, strengthening relationships with key prospects through ABM campaigns, and driving meetings and pipeline growth.

Workhuman, the world's fastest-growing employee recognition platform, helps companies build cultures of gratitude. Their demand generation and ABM strategy was highly personalized, but their previous corporate gifting solution couldn't keep up.

Tech was unreliable, fulfillment inconsistent, and support minimal. Workhuman needed a partner who could match their ambition, scale with them globally, and turn gifting into a strategic growth driver.

That's when they turned to Reachdesk.



“With Reachdesk, it's not just about sending gifts. It's about creating experiences that move the needle.”

Kaleigh Wright, Demand Generation Specialist, Workhuman

96% claim rate



\$10M+ in influenced pipeline and \$70M+ in progression from just three campaigns

1,355 personalized gifts sent globally with a 96% claim rate

34% conversion rate and 34 meetings booked from 100 event bundles

Corporate gifting ranked in Workhuman's **top 4 marketing channels**

79% adoption rate of curated bundles across teams

136% projected YoY increase in monthly sends for 2025

The challenge: Scaling gifting without sacrificing brand experience

Before Reachdesk, Workhuman's marketing and sales teams faced friction at every stage of their gifting process. Their previous provider created more problems than it solved.

Key issues:

- ✗ **No ROI tracking:** A broken CRM integration made it nearly impossible to measure impact.
- ✗ **Complex workflows:** Sending a single gift could take up to 11 steps, causing poor adoption across teams.
- ✗ **Limited global reach:** Scaling campaigns from the U.S. to EMEA was logistically unfeasible.
- ✗ **Execution failures:** Late deliveries, missing gift notes, and poor packaging damaged the brand experience.



“Every company wants to offer a quality experience, and this wasn’t it. It was affecting our brand and prospect relationships.”

Kaleigh Wright, Demand Generation Specialist, Workhuman

The solution: A strategic partnership that turned gifting into a growth engine

In December 2023, Workhuman switched to Reachdesk to streamline their gifting workflows, scale globally, and track ROI. What they found was more than a vendor, they found a true partner.

What Workhuman needed:

- A **creative, collaborative team** for strategic campaigns.
- A **scalable platform** with global fulfillment capabilities.
- Full **CRM integration** and tools to measure campaign success.

Why Reachdesk was the perfect fit:

- ✓ **Unmatched support:** Reachdesk became an extension of Workhuman's team: responsive, proactive, and invested in results.
- ✓ **Global infrastructure:** Warehousing and inventory management across regions enabled seamless international execution.
- ✓ **Streamlined tech:** A simple, integrated UI reduced gifting from 11 steps to one or two.
- ✓ **Full visibility:** Budget management, user wallets, and campaign dashboards enabled real-time tracking of campaign performance.



“From the first conversation, the Reachdesk team felt like an extension of ours. It was never transactional, always creative, collaborative, and responsive.”

Kaleigh Wright, Demand Generation Specialist, Workhuman

The results: Streamlined, scalable, and successful gifting campaigns that drive pipeline

Since adopting Reachdesk, Workhuman has transformed corporate gifting into a core revenue driver.

Key outcomes:

- **\$10M+ in influenced pipeline** and **\$70M+ in opportunity progression** from just three campaigns.
- **Gifting is now a top 4 marketing channel**, just behind webinars and paid search.
- **34% conversion rate** from 100 event bundles, leading to **34 meetings booked**.
- **1,355 gifts sent globally** with a **96% claim rate**, reflecting strong brand engagement.
- **79% adoption rate** of curated bundles, driven by simplified workflows and creative campaign support.
- **136% projected YoY growth** in monthly sends for 2025.



“What used to take 11 steps now takes one or two. Reachdesk made corporate gifting easy for sales, and powerful for marketing.”

Kaleigh Wright, Demand Generation Specialist, Workhuman

Campaign spotlight: “Fuel Your Focus” — Post-event gifting that converts

A standout moment in the Workhuman x Reachdesk partnership was the “Fuel Your Focus” campaign, part of their event-driven strategy around the annual Workhuman Live HR Conference. Timely, personalized direct mail became a powerful lever to re-engage attendees, drive post-event meetings, and spark early interest in Workhuman Live 2025.

Each gift box included:

- A premium branded tumbler
- Locally roasted specialty coffee, sourced from CO, the state set to host WHL 2025
- Workhuman branded bamboo coffee scoop
- BBQ sauce, sourced from Texas, the state that hosted WHL 2024
- Branded sunglasses to encourage prospects to look ahead to the future of HR
- A book authored by one of the event’s keynote speakers
- Messaging built around the theme “Fuel Your Focus”



The results from 100 personalized boxes sent:

- **High engagement:** 95 responses from ideal customer profiles (ICPs), with 34% of recipients actively participating
- **Strong conversion rate:** 34% conversion rate with 34 meetings booked
- **Pipeline impact:** 1 influenced opportunity and 14 progression opportunities, proving the power of corporate gifting to drive both engagement and pipeline movement

This campaign set the stage for future event-driven gifting strategies, proving that personalized gifting can significantly impact engagement and pipeline momentum.



“Corporate gifting just works. Conversion rates were great, and the experience felt intentional. It proved gifting could be a real pipeline driver.”

Kaleigh Wright, Demand Generation Specialist, Workhuman

Workhuman x Reachdesk: A partnership driving scalable business growth

Workhuman's marketing and sales teams—BDRs to VPs—have fully embraced Reachdesk. With the help of Reachdesk's Creative Services Team, they've already planned 10 new campaigns for 2025. The partnership continues to evolve, with Reachdesk supporting everything from execution to ideation.



"The personal touch Reachdesk provides is next level. Every single person on the team cares about our success."

Kaleigh Wright, Demand Generation Specialist, Workhuman

Looking ahead: Gifting that builds relationships, engages audiences, and grows pipeline

With Reachdesk embedded across both marketing and sales workflows, Workhuman has unlocked the strategic potential of personalized gifting.

They can now:

- ✓ **Streamline processes** across departments
- ✓ **Scale global campaigns** with ease
- ✓ **Deliver brand-aligned experiences**
- ✓ **Track ROI and optimize performance** with a CRM integration



"Reachdesk makes it easy to get the ROI we want while delivering the personalized experience our brand is built on."

Kaleigh Wright, Demand Generation Specialist, Workhuman

What once felt complex is now one of Workhuman's most powerful tools for building relationships, driving meetings, and growing pipeline.

Ready to **drive real business results** with impactful **gifting** and **swag**?

[Book a demo with Reachdesk now](#)