

94% YoY growth in gifts sent

How Swap turned gifting into a growth engine across three global offices

Swap

Company name: Swap

About the company: Swap uses Reachdesk to power outbound prospecting, build stronger relationships across the sales cycle, and drive consistent pipeline progression through thoughtful, timely gifting.

Company size: 200-500 global employees

Industry: Software/ Ecommerce solutions

Swap is a fast-growing ecommerce platform helping online retailers optimize their operations. As the team scaled from a UK-only business to a three-office global operation, Senior BDR Manager, Lauren Reeves, needed a gifting platform that could grow with them and actually get used.

We sat down with Lauren and one of her Senior BDRs, Jayne Wilkinson, to learn how they made Reachdesk a core part of Swap's outbound strategy and the results they've seen since going all in on gifting.



Lauren Reeves,
Senior BDR Manager at Swap



Jayne Wilkinson,
Senior BDR at Swap

94%

year-over-year growth in gifts sent from 2024 to 2025

37%

claim rate in 2025, up from 19% in their first three months

3x offices

one unified gifting playbook across UK, New York, and Austin

Drove consistent pipeline progression

with gifting embedded across the sales cycle, turning cold prospects into engaged opportunities.

Accelerated outbound performance

with simple, low-cost gifts (like coffee vouchers) consistently converting into booked meetings.

Enabled scalable, repeatable execution

through campaign links, CRM integration, and real-time insights that removed manual effort.

The challenge: Manual gifting with no visibility, no scale, and no impact

When Lauren joined Swap almost two years ago, gifting was already on the team's radar. They had a free platform, but the limited catalog meant nobody was using it.

"The team just weren't using it because why would they? It wasn't very good."

Instead, reps were buying donuts, expensing Gail's coffee vouchers, and sending generic gift card links with no visibility into whether anyone even opened them.

Key problems with their previous gifting approach:

- ✗ No tracking on whether gifts were claimed, viewed, or clicked
- ✗ Impossible to scale as the team grew
- ✗ No way to measure conversion rates or campaign performance
- ✗ Manual expensing created administrative headaches
- ✗ Limited gifting options made the experience feel underwhelming

Lauren had used Reachdesk at a previous organization and knew exactly what she wanted to bring to Swap. Within her first two weeks on the job, she had built a case for Reachdesk.

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

Lauren's decision to introduce Reachdesk at Swap came down to three things: catalog variety, platform insights, and the people behind the product. Reachdesk offers:

- ✔ **A wide catalog across regions:** From a \$15 Uber Eats voucher to premium champagne and AirPods, reps always have a relevant gift for every stage of the sales cycle, across the UK, North America, and Australia.
- ✔ **A HubSpot integration:** Gifting activity logs directly against contacts and deals, making it easy to see whether a gift influenced a specific opportunity.
- ✔ **Visibility and insights:** Real-time tracking on opens, clicks, claims, ROI, and budget usage meant Lauren could coach her team on what was working.
- ✔ **Mass send capabilities:** Campaign links let reps gift multiple prospects at once without generating a new link every time.

"What's so nice about Reachdesk in comparison to other solutions is just the ease of it. You've got really good tracking capabilities so you know exactly when somebody's opened a link, if they viewed it, if they've clicked it... It just ticks all the boxes you want in gifting."

Lauren Reeves, Senior BDR Manager at Swap

The rollout: From Reachdesk implementation to real adoption

Lauren's enablement approach was intentional from day one. Getting reps to send gifts isn't enough; they need to understand why and how. She achieved this by launching:

Reachdesk-led enablement sessions:

The team walked reps through the platform and showed them what a strong gifting message looks like, with the emphasis on starting a conversation, not pressuring someone into a meeting.

Weekly Reachdesk champion awards:

Lauren calls out the rep who has sent the most gifts each week, keeping it top of mind.

Meeting attribution posts:

When a rep books a meeting off the back of a gift, they post it in the team channel, building internal social proof.

Lauren had used Reachdesk at a previous organization and knew exactly what she wanted to bring to Swap. Within her first two weeks on the job, she had built a case for Reachdesk.

"Reachdesk is great as it helps build rapport with prospects who are already warm but it is also a great way to do something out of the box and gain the attention of brands where more traditional outbounding isn't working."

Jayne Wilkinson, Senior BDR at Swap

The result? Gifting spread organically. The AE team saw what the BDRs were doing and asked to be included. Customer success followed. What started as a BDR-only tool is now used across the entire revenue organization.

Results: A gifting program that keeps growing alongside Swap

The numbers tell the story of a team that started strong and never slowed down. Since launching Reachdesk in September 2024, Swap has seen strong deal progression driven by its gifting program:

Sep–Dec 2024 (first 3 months): 470 gifts sent with a **19% claim rate**, showing a strong foundation from the outset.

2025: 913 gifts sent (**+94% YoY**) with a **37% claim rate**, reflecting both increased adoption and stronger engagement.

2026 (Jan–March, so far): 377 gifts sent with a **30% claim rate**, already positioning the team for another record year in pipeline progression through thoughtful, timely gifts.

Lauren attributes the growth to consistency in philosophy rather than dramatic changes in approach.

"I've never changed how I've spoken about Reachdesk at Swap. As we've grown, people just keep seeing the value in it. So they keep wanting to use it more."

Lauren Reeves, Senior BDR Manager at Swap

Campaign spotlight: The \$10 coffee voucher that delivers the right moment at the right time

Swap's most reliable BDR play is also its simplest.

Picture this, a prospect said they were overwhelmed. A Swap BDR sent a \$10 coffee voucher and a no-pressure note about following up later. That single touch converts a cold, unresponsive prospect into a booked meeting often within hours.

But not all prospects are treated the same. Lauren's playbook scales the gift with the relationship:

Cold prospects:

Coffee or Uber Eats vouchers. The goal is to show you're a real person, not to buy a meeting.

Active pipeline:

A personalized touch tied to a moment, a promotion, a new joiner, a launch. A bottle of prosecco with a note that doesn't pitch.

Warm prospects:

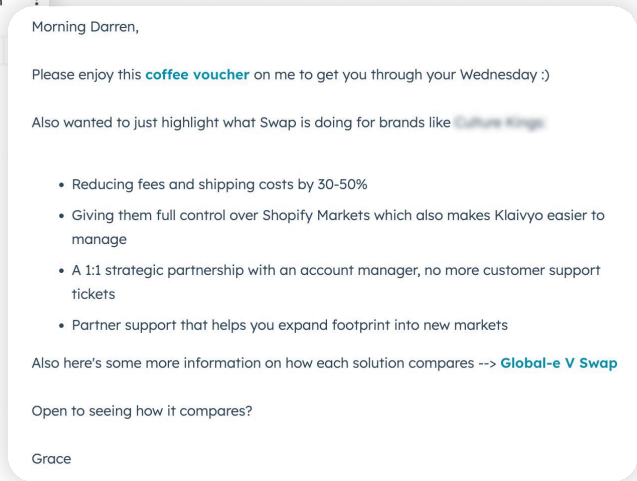
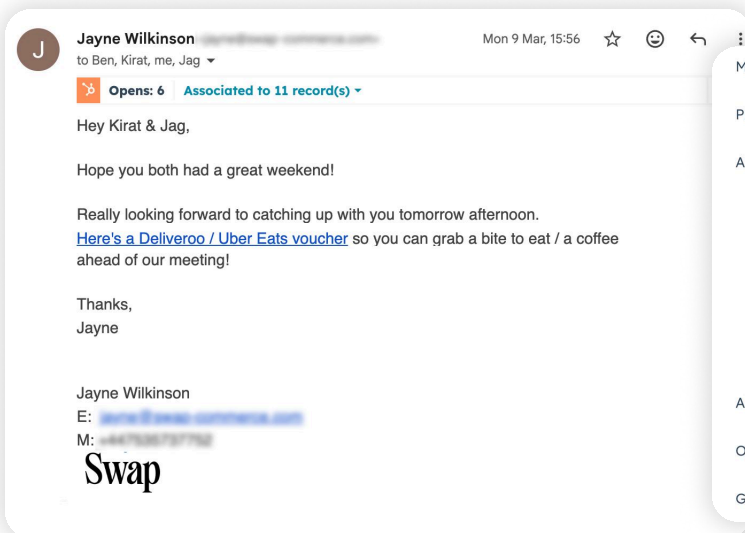
Cupcakes, brownies, something more personal once there's some rapport.

Post-close:

Seasonal gifting around Black Friday, renewals, and team milestones.

"The gift is important. But the link to what you're saying to the gift is definitely what's going to make the impact."

Lauren Reeves, Senior BDR Manager at Swap



Looking ahead: Scaling gifting regionally, winning globally

With offices in London, New York, and Austin, Lauren is excited about running region-specific campaigns for the first time like Halloween in the US and Easter in the UK.. Her advice to other BDR leaders considering a gifting platform:

"Stop thinking of gifting as something that has to give you an instant ROI. Gifting is about the long game. It's about standing out in a market that's getting filled with AI emails and AI cold calling. Being human is what makes you stand out now."

Lauren Reeves, Senior BDR Manager at Swap

When choosing a platform, she recommends evaluating three things:

- ✔ **Insights and reporting:** Can you see what's working? Claim rates, click-throughs, spend, platform usage by rep.
- ✔ **Inventory:** Does the gifting catalog hold up across every market you're in now, and every market you're heading into?
- ✔ **Enablement support:** Will the vendor's team help you train your reps and keep the program fresh? You can't hand reps a tool and expect them to use it well without guidance.

Reachdesk ticked all the boxes.

"I've known Reachdesk for over six years. The tool has gotten better and better. But what I love most is that you're not just buying software. You're buying a team of gifting experts you can actually work with. That is what you're getting with Reachdesk."

Lauren Reeves, Senior BDR Manager at Swap

Ready to start conversations with gifts that convert like Swap?

Book a demo with Reachdesk now