

Reachdesk

The G.I.F.T framework: Driving buying group engagement with strategic gifts and well-timed content

A practical guide for modern GTM teams

reachdesk.com

\$10M+ in influenced pipeline

\$1.4M of MRR

Sent	Redeemed	Redeem Rate
15	13	87%

34% conversion rate

The brutal truth about B2B engagement

Let's be honest: **your emails aren't getting through.**

With [78.5%](#) of decision-makers now using AI-powered spam filters, your carefully crafted outreach is being automatically deleted before a human ever sees it. Your click-through rates have plummeted to [3.25%](#). Your MQL costs have ballooned to \$180–\$350 per lead.

And here's the real problem: **you're still playing an individual game in a group-buying world.**

The average B2B purchase now involves [6-10 decision-makers](#). Yet most marketing teams are still sending one generic email to one person, hoping they'll magically champion the solution internally. It's spray-and-pray dressed up as personalization.

But there's good news. Forward-thinking marketing teams are breaking through this noise with a radically different approach, one that delivers [65%+ engagement rates, reaches entire buying committees simultaneously, and turns \\$32–\\$55 investments into six-figure deals.](#)

The G.I.F.T approach combines thoughtful gifting with timely, targeted content and messaging that break through the noise 85% of the time.

This ebook will show you exactly how to do it.



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Chapter 1

Understanding the modern buying committee

You're not selling to Sarah, you're selling to Sarah's committee

Picture this scenario: Sarah, your Marketing Director champion, absolutely loves your solution. She's had three demos, downloaded your case studies, and is ready to move forward.

Then... nothing.

Why? Because Sarah needs sign-off from:

- ✔ **Tom (CFO):** Growth-driven, brand-focused, and ROI-obsessed
- ✔ **David (IT Director):** Focused on security, integration, and scalability
- ✔ **Maria (Head of Legal):** Concerned about contract terms, compliance, and risk mitigation
- ✔ **The end user team:** Worried about usability, training, and day-to-day impact
- ✔ **The CEO:** Evaluating strategic alignment and competitive advantage

Each person speaks a different language. Each has different priorities. Each can kill your deal.

Traditional marketing sends everyone the same message (or worse, only messages Sarah). Strategic marketing recognizes that winning the deal means winning the committee.

The cost of ignoring the buying group

When you focus solely on your champion, you're essentially asking one person to do all your selling for you. Here's what typically happens:

1. Your champion presents your solution in their weekly team meeting
2. The CMO asks about ROI metrics your champion can't answer
3. IT raises security concerns your champion hasn't considered
4. Legal wants to review terms your champion doesn't understand
5. Your deal stalls (or dies completely)

According to research by B2Belive, more than 40% of deals get stuck because the buying committee can't make a decision: exactly what happens when you ignore all stakeholders except your champion.

The traditional approach yields a dismal 12% engagement rate across buying groups. It's not working because it ignores how modern B2B decisions actually get made.



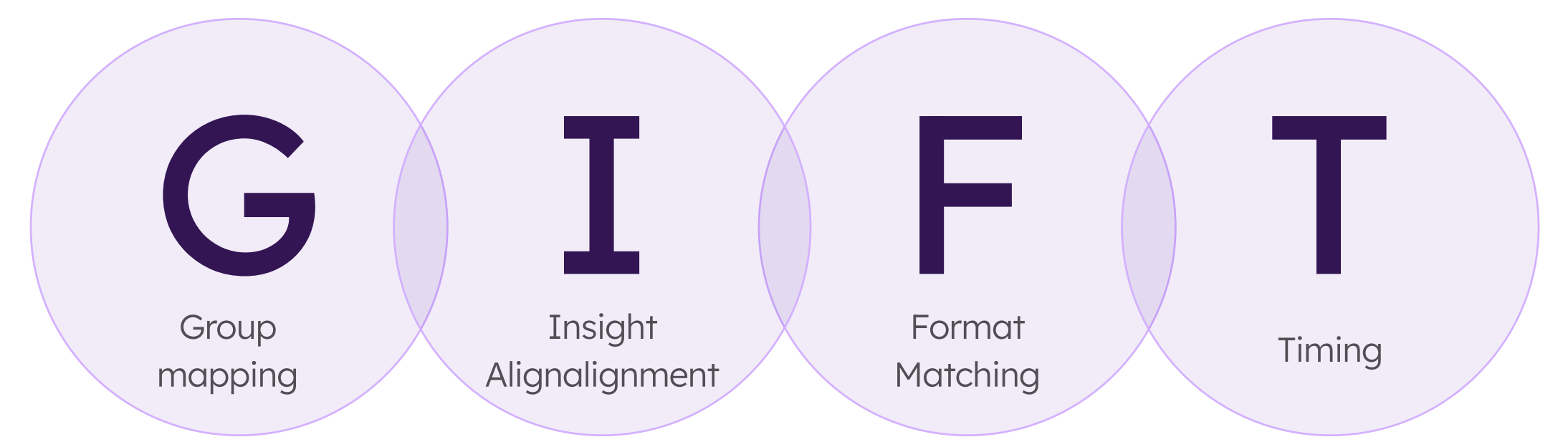
In modern B2B sales, you're rarely selling to just one person. Winning a deal means winning the committee. Each stakeholder has different priorities, and if you ignore them, even your most enthusiastic champion can't carry the deal alone.

[Alex Olley](#), CRO and Co-founder, Reachdesk

Chapter 2


Introducing the G.I.F.T framework

Strategic gifting isn't about sending random swag and hoping for the best. It's a systematic approach to engaging entire buying committees with precision.



G - Group mapping


Identify all 6-8 buying group roles before any outreach begins. This means undertaking research, yes, real research. Ask yourself: Who's involved in this decision? What are their titles? What content are they consuming? What challenges keep them up at night?

 **Top Tip:**

Before launching any campaign, create a stakeholder map for your target accounts. Include decision-makers, influencers, technical evaluators, and economic buyers.

I - Insight alignment


Every gift must be paired with role-relevant content that delivers genuine business value. This isn't about your product brochure. It's about insights that help each stakeholder succeed in their specific role.

 **Top Tip:**

Audit your content library. Do you have relevant resources for CMOs? IT Directors? Legal teams? If not, create them.

F - Format matching


Different roles respond to different gift categories based on their psychology and the buying stage. A CMO evaluating Q1 marketing KPIs needs different touchpoints than an end user exploring usability.

 **Top Tip:**

Map gift categories and spend to persona types. What would resonate with each stakeholder based on their role, preferences, and buying stage? And how much should you spend on each gift?

T - Timing orchestration

Deliver gifts when buyers are actually ready to engage, not when it's convenient for your sales cycle. Timing can triple your response rates with the exact same gift and message.

 **Top Tip:**

Use a trigger-based approach. Track job changes with tools like 6sense or Demandbase, watch for fiscal periods and quarterly planning cycles, and act on signals that reveal when buyers are ready.

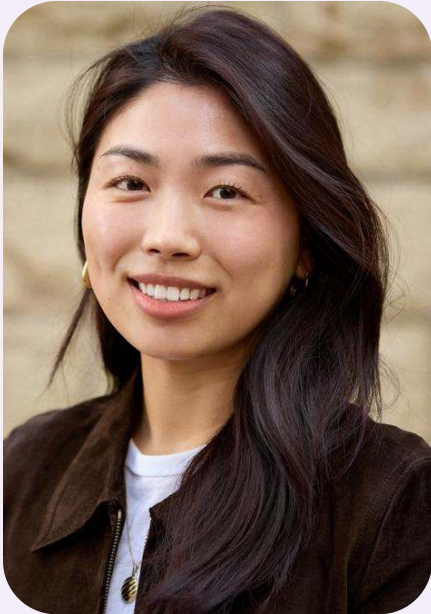
The data behind strategic gifting

Before we dive into tactical plays, let's look at what actually works. These insights come from analyzing over [1.5 million gift sends](#) across industries and markets.

Gifting vs Traditional marketing



These aren't marginal improvements. Strategic gifting is fundamentally changing how buyers engage with vendors.




38.7x ROI


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

4 Reasons why gifting works when email fails

- 

Attention in a crowded inbox:
Physical or digital gifts cut through email clutter and AI filters that are increasingly blocking traditional outreach.
- 

Reciprocity psychology:
When someone receives unexpected value, they're psychologically inclined to reciprocate, even if it's just by replying or taking a meeting.
- 

Memorable differentiation:
In a sea of identical email pitches, a thoughtful gift makes you memorable. Decision-makers receive dozens of vendor emails daily. How many receive relevant, personalized gifts?
- 

Multiple touchpoints:
A premium coffee subscription or tech accessory creates repeated brand interactions, not just a single email impression that's immediately forgotten.

How gifting drives engagement across the entire buying cycle

Gifting success goes beyond amplifying email campaigns. [It is a proven way](#) to drive stronger engagement and deliver results across your entire buyer cycle.

- ✔ **49% engagement** from executive sponsors targeted by ABM campaigns
- ✔ **5x more post-event meetings** booked
- ✔ **70% of customers** feel more valued when receiving a gift (Giftsenda)
- ✔ **+18% demo attendance** when sending a coffee voucher ahead of the meeting



\$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](#)

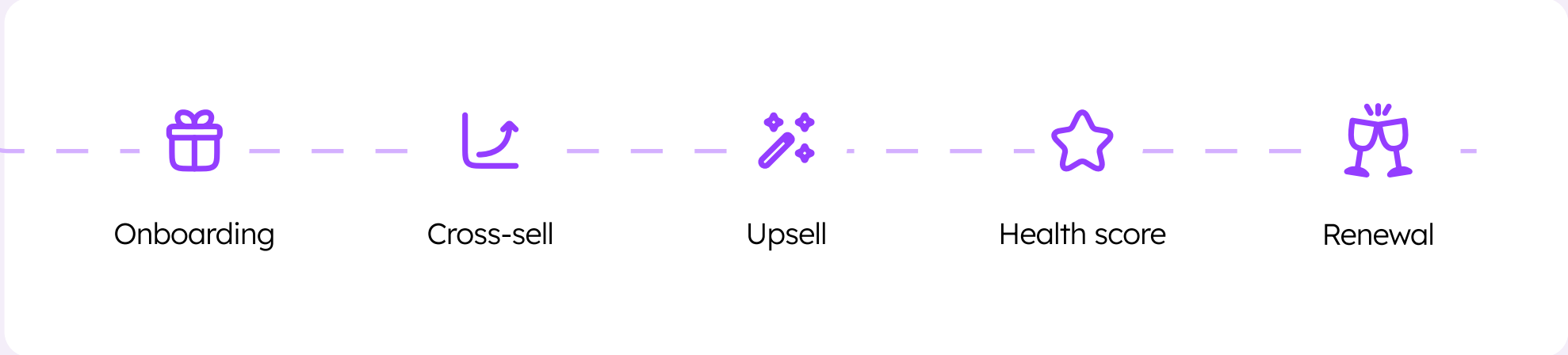
Target



Engage



Grow



Chapter 4

Four killer gifting plays you can use today

Let’s move from theory to practice. Here are four proven plays that drive real pipeline results.

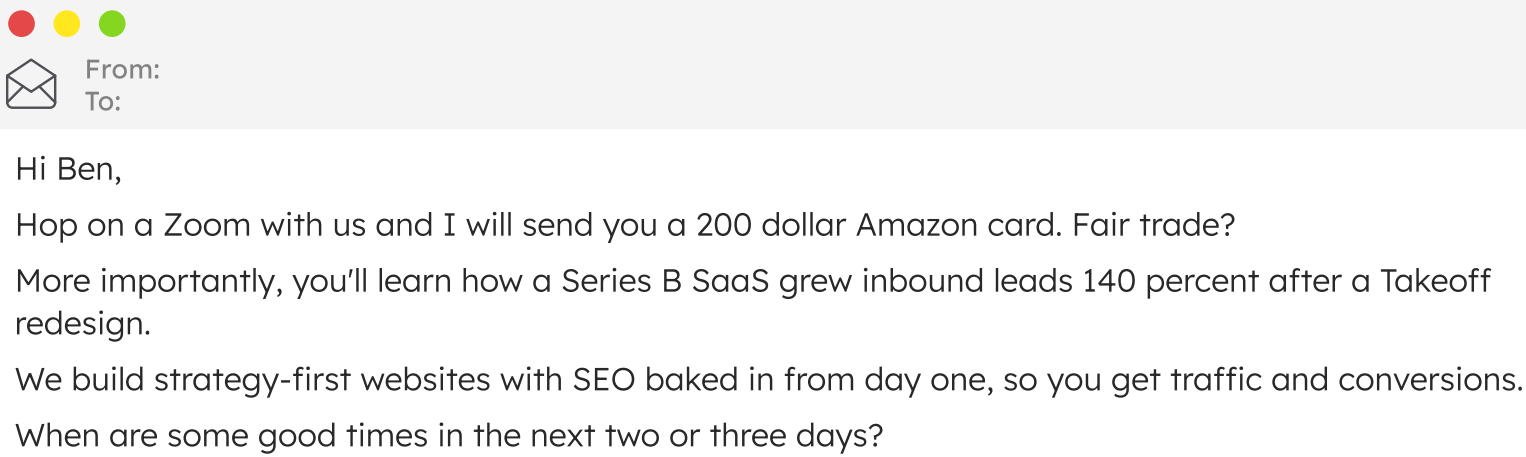
Play 1: Breaking through digital noise (awareness stage)

✖ The challenge:

Your prospect isn’t actively looking for a solution yet. They’re busy running their team, hitting targets, and wading through a flood of generic outreach. Every cold email looks the same: salesy, impersonal, and often irrelevant to their current priorities. Your goal is to break through the noise in a way that actually matters to them.

✖ The old way (don’t do this):

Sending a generic email that looks something like this:



✖ The result you can expect: 2.3% response rate. The gift feels transactional, the message is lazy, and there’s zero personalization.

✔ The new way (do this instead)

Craft an email that feels genuinely personal, pairs a thoughtful gift with relevant insights, and clearly shows you understand your prospect’s challenges.



✔ Results Reachdesk achieved with this approach

34% response rate, 12 meetings booked from 50 sends.

✔ Why the G.I.F.T approach works:

G – Group mapping:

The outreach targets a high-value decision-maker (CMO) who influences marketing strategy. By researching their recent interview, you are reaching the right person with context they actually care about.

I – Insight alignment:

The CMO Benchmarking Report addresses challenges the prospect publicly shared, such as maintaining quality while scaling velocity. The content is role-specific, practical, and immediately valuable, not a generic sales brochure.

F – Format matching:

The gift, exceptional coffee from a local roaster, is thoughtfully paired with the report. It enhances the experience of consuming the insight, making the touchpoint memorable without feeling transactional.

T – Timing orchestration:

The email is sent at a point when the prospect is likely receptive, following a public interview discussing their challenges. The timing ensures the content and gift are relevant and top-of-mind.

The result?

This approach from Reachdesk led to a **34% response rate and 12 meetings booked from 50 sends**. Personalized research, role-relevant content, thoughtful gifting, and strategic timing dramatically increase engagement compared to generic, transactional outreach.

✓ Your action plan:

Replicate this approach for your brand by following these steps:

1. **Identify 20 to 30 high-value prospects** in your target accounts.
2. **Research each individual.** Look for what they have published, challenges they have mentioned, and industry events they have spoken at.
3. **Create or curate relevant content** that addresses their specific challenges.
4. **Pair the content with appropriate gifts.** Coffee, tea, branded biscuits, or uber eats vouchers work well for awareness-stage outreach.
5. **Craft personalized messages** that reference specific details from your research.
6. **Follow up strategically within 48 hours**, focusing on the content rather than asking about gift delivery.

Budget: \$15 to \$25 per prospect

Expected Response Rate: 25 to 35 percent

Timeline: Week 1 – Research, Week 2 – Execute, Week 3 – Follow up

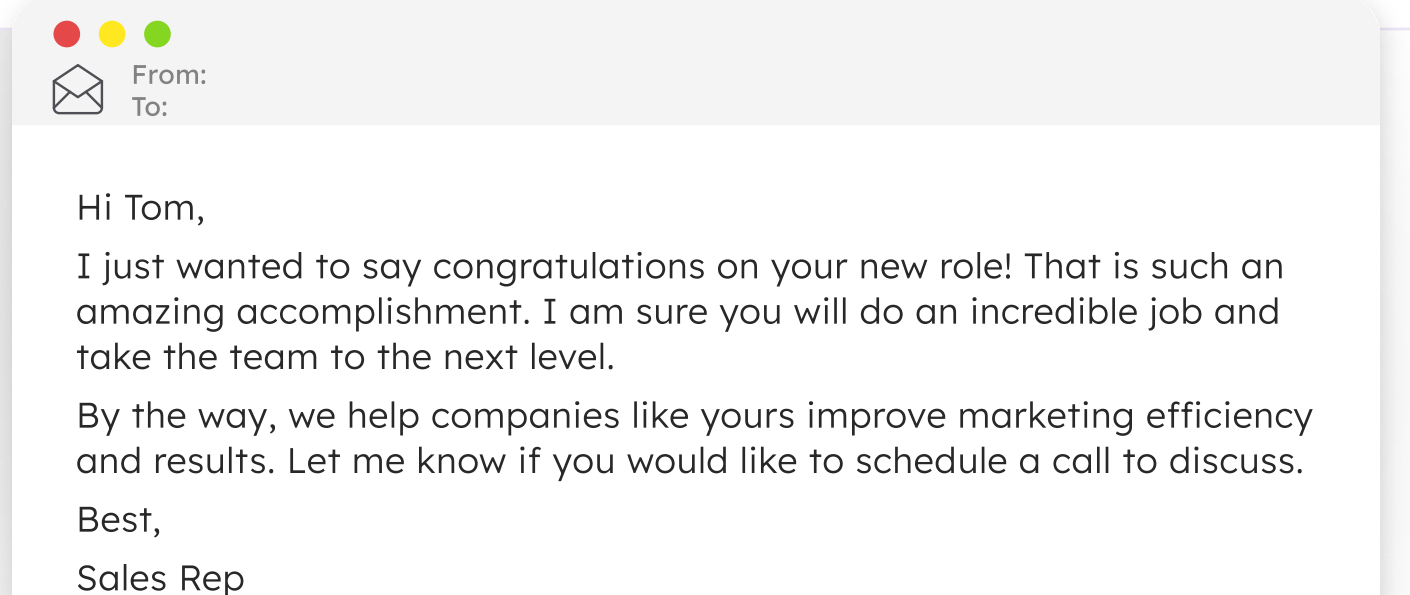
Play 2: The trigger treat (pipeline acceleration)

✗ The challenge:

Decision-makers are constantly changing roles. When someone lands a new position or promotion, they are reviewing everything, including tech stack, suppliers, and priorities. Most teams either ignore this signal or send a generic “congratulations” message. That leaves money on the table. Your goal is to accelerate the pipeline by engaging at the right time with personalized and meaningful outreach.

✗ The old way (don't do this):

Sending a generic “congratulations” email:



✗ The result you can expect:

0.8 percent reply rate. The message feels impersonal, provides no value, and misses the opportunity to engage when the prospect is open to new ideas.

✔ **The new way (do this instead)**

Use a **structured four-step approach aligned with G.I.F.T** to create personalized, timely, and valuable outreach.

Step 1: Spot the Trigger [G: Group Mapping]

Every two weeks, monitor your target accounts for role changes, this can be done with LinkedIn and intent tools like Champify, Demandbase, or 6sense. Focus on decision-makers who are 3 to 6 months into their new role. Tracking these changes ensures you are engaging the right stakeholders at the right time.

Step 2: Engage First [I: Insight Alignment]

Before sending outreach, interact authentically with their content. Like posts, leave thoughtful comments, and ask meaningful questions. This shows that you understand their challenges and can provide relevant insights.

Step 3: Connect and Personalize [T: Timing Orchestration]

When they accept your connection request, reference something specific from their background or recent content. Timing matters: reaching out after a few months in the role ensures your message lands when they are receptive. Make it about them, not your product.

Step 4: Gift with Intent [F: Format Matching]

Send a thoughtful gift that complements the content you are sharing. Choose something aligned with their role, preferences, or business challenges like a role-specific guide paired with a congratulations gift like high-end headphones, customized champagne, or a spa voucher. The gift enhances the experience of receiving your insight rather than acting as a transactional bribe.

Budget: \$20–\$40 per prospect

Expected Reply Rate: 5–8%

Timeline: Ongoing program, review triggers bi-weekly

✔ **Real example from Reachdesk**

Target: Tom, newly promoted VP of Marketing at a fast-growth SaaS company

Research findings: He frequently posts about building authentic customer connections and struggled with digital fatigue in her previous role

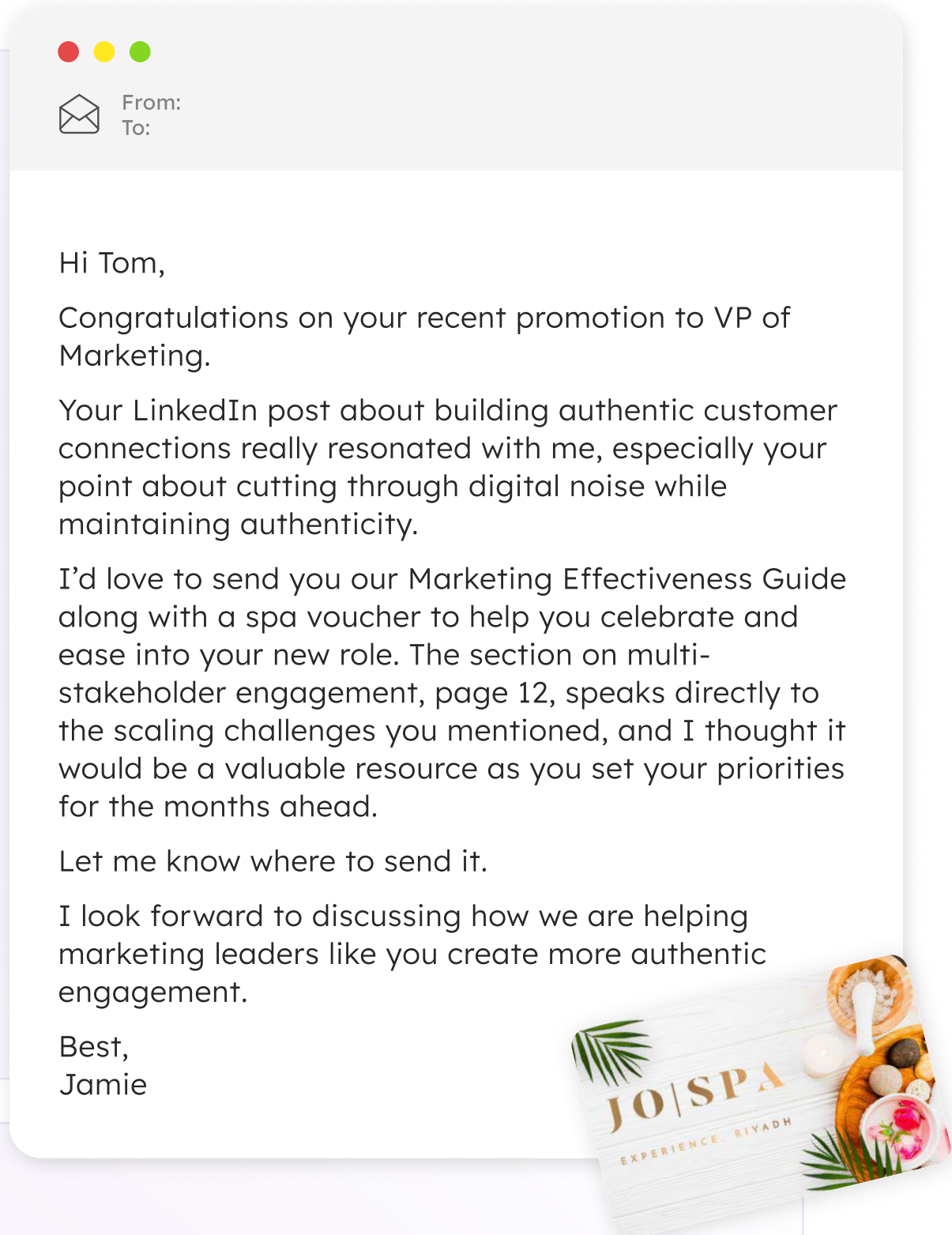
Results Reachdesk achieved with this approach:

Metric	Before Generic Outreach	After Trigger Treat
Open Rate	12%	41%
Reply Rate	0.8%	6.3%

✔ **Your action plan:**

Here’s how you can replicate the Trick and Treat G.I.F.T play for your company:

- 1. Set up monitoring:** Use LinkedIn Sales Navigator and Champify or similar tools to track job changes in your target accounts
- 2. Create a trigger library:** Build templates for different role types (new CMO, new CRO, new VP) that you can personalize
- 3. Develop role-specific content:** Create resources that address common challenges for each role in their first 90–180 days
- 4. Choose appropriate gifts:** For new executives, consider premium consumables (coffee, tea) or productivity tools
- 5. Build engagement sequences:** Plan your pre-gift engagement (social interaction), gift delivery, and post-gift follow-up



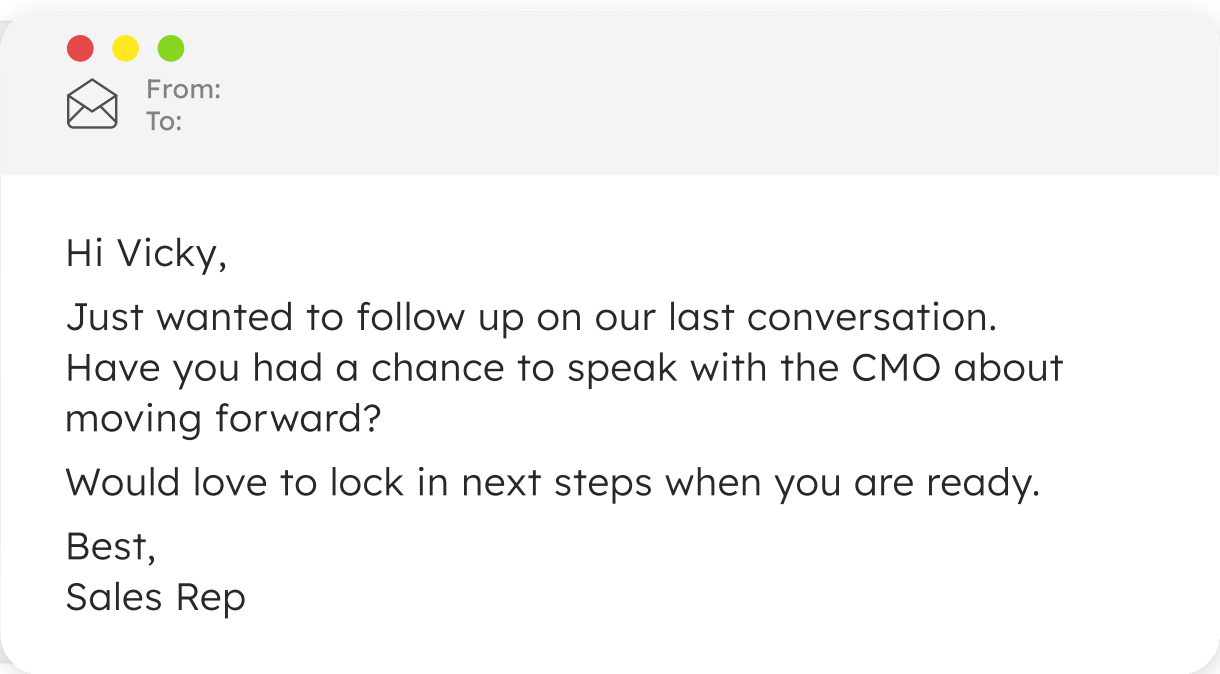
Play 3: Blocker breakthrough (deal acceleration)

✖ **The challenge:**

You have a \$500K deal stuck in limbo. Your champion, Vicky, loves your solution but cannot get the CMO to engage. The deal has been “almost there” for eight weeks.

✖ **The old way (don’t do this):**

The traditional response is to schedule another meeting with your champion to “strategize.” But Vicky is not the problem. The blocker is. If the CMO does not engage, the deal does not move.



✖ **The result you can expect:**

Deals continue to stall. The message puts pressure on your champion without solving the real problem. There is no added value, no new angle, and no engagement with the actual decision-maker.

✔ **The new way (do this instead)**

Use a **structured four-step approach aligned with G.I.F.T** to create personalized, Elevate and engage the blocker directly by using the G.I.F.T framework. Instead of re-selling to your champion, do the homework and reach the decision-maker with personal and relevant value.

The four-step G.I.F.T approach to help you break through to the decision maker:

Step 1: Research the Blocker [G: Group Mapping]

Dig into the blocker’s world. Check LinkedIn posts, interviews, press releases, and event appearances. Identify their professional priorities such as growth, efficiency, and cost savings along with personal signals such as hobbies, causes, and interests.

Step 2: Find the Personal Hook [I: Insight Alignment]

Look for overlaps between their personal interests or professional values and your solution. This proves you have done the work and are not treating them as just another deal in the pipeline.

Step 3: Gift with Intent [F: Format Matching]

Send a thoughtful gift that complements relevant insights. For example a sustainability report paired with a donation to an environmental charity, or a marathon training guide paired with high-quality sports gear. The gift should enhance the experience, not feel transactional.

Step 4: Shift the Conversation [T: Timing Orchestration]

Keep the initial outreach light and human. Once the blocker engages with your content or gift, naturally bridge into the business relevance and how your solution supports their priorities.

✔ Real example from Reachdesk

The situation: A deal stalled because the CMO (Emma) was not engaging, despite the champion pushing internally.

Research findings:

- Emma is a runner and often posts about marathon training
- She recently shared thoughts on making marketing more sustainable
- Her company just launched a sustainability initiative



From:
To:

Hi Emma,

Your recent post about sustainable marketing practices caught my attention, especially your point about reducing digital waste while increasing impact.

I'm working with Vicky's team on some initiatives that align with this thinking, and I'd love to send you our sustainability in B2B marketing report along with a donation to Trees for Cities in your name.

The report has some interesting data on how leading marketing teams are cutting through digital clutter (page 8) while reducing their carbon footprint. I thought you might enjoy it during your training runs.

Curious to hear your perspective on how you're approaching this balance at [Company].

Best,

Sales rep



Why the Blocker Breakthrough G.I.F.T approach works:

- ✔ **Personal recognition:** You've done the homework and understand what matters to Emma beyond just work.
- ✔ **Value alignment:** The sustainability angle connects her values to your approach.
- ✔ **No pressure:** You're not asking for a meeting or pushing the deal, you're starting a conversation.
- ✔ **Champion bypass:** When Emma engages (claims the donation, reads the report), you've created a direct relationship that moves the deal forward.

Your action plan:

Here's how you can replicate the Trick and Treat G.I.F.T play for your company:

1. **Set up monitoring:** Use LinkedIn Sales Navigator and Champify or similar tools to track job changes in your target accounts
2. **Create a trigger library:** Build templates for different role types (new CMO, new CRO, new VP) that you can personalize

3. Develop role-specific content: Create resources that address common challenges for each role in their first 90–180 days

4. Choose appropriate gifts: For new executives, consider premium consumables (coffee, tea) or productivity tools

5. Build engagement sequences: Plan your pre-gift engagement (social interaction), gift delivery, and post-gift follow-up

Budget: \$30–\$80 per blocker

Expected Engagement Rate: 40–50%

Average Time to Re-acceleration: 2–3 weeks



Spotlight: How N.Rich Closed a Deal in 1 Minute 54 Seconds

N.Rich had one deal left to close on the last day of Q3. The CEO holding the pen was buried in quarter-end chaos, and traditional follow-ups weren't cutting through.

Instead, Sara Storm, N.Rich's VP of New Business, got creative. She sent a personalized message to the CEO with an Reachdesk Uber Eats e-gift voucher:

“Every great signature deserves great takeout... just don't forget the most important one: MINE. 😊”

The result? The contract was signed in just 1 minute 54 seconds. Both the champion and decision-maker got their takeout, celebrating the people who made the deal happen.

This bold, human approach proved that sometimes sales isn't about another call or reminder. It's about timing, standing out, and adding personal, relevant value.

[Read the full story here](#)

Every great signature deserves great takeout.

Don't worry, I'll make sure you don't have to chase food tonight as much as you're chasing signatures and sales reps - just don't forget the most important one: MINE. 😊

Uber Eats



Play 4: Creating meaningful customer relationships (account expansion)

✖ **The challenge:**

You’ve won the deal, but now the real work begins. Driving adoption, expanding usage, and securing renewal are critical. Too often, companies treat customers as “done deals” and shift focus to new logos. That’s a mistake. Existing customers are your most valuable source of growth if you nurture those relationships strategically.

✖ **The old way (don’t do this):**

Most teams rely on generic touchpoints like emails or quarterly calls:



From:
To:

Hi Ben,
Just checking in to see how things are going with [Product].
Let me know if you need any help or want to schedule a call.
Best wishes,
Customer Account Manager

✖ **The result you can expect:**

Engagement remains low. Customers don’t feel valued, usage stagnates, and expansion opportunities are missed.

✔ **The new way (do this instead):**

Use thoughtful, targeted gifting to create meaningful engagement with customer executives, pairing insights and resources with items that enhance meetings, experiences, or workflows.

Real-World Example: mindtickle®’s C-Suite Engagement Campaign

The situation:

MindTickle, wanted to engage existing customer C-level executives to drive deeper product adoption and identify expansion opportunities.

The strategy:

Working with Reachdesk’s Creative Services team, they created a bespoke bundle for a two-hour, product-focused virtual conversation, which was sent as part of the meeting invite.

The bundle included:

- Wireless earbuds (for the virtual meeting)
- Wooden coaster (premium, memorable)
- Collapsible water bottle (practical, eco-friendly)
- Tech wipes (useful accessory)
- Gourmet mango snack (unexpected delight)
- Beautiful presentation box (elevated unboxing experience)



The execution:

- 40 bundles sent to executives across US, Canada, Australia, UK, and EU
- Each bundle shipped to local warehouses for fast delivery
- Personalized notes tied to specific product features relevant to each executive

The results:

- ✔ 65.6% redemption rate
- ✔ 29 new opportunities identified
- ✔ 2 opportunities won so far
- ✔ Strong foundation for ongoing executive relationships

Why this approach worked well for Mindtickle:

- ✓ **Content-driven meeting, not bribery:** The meeting itself was the core content (a two-hour, product-focused session) and the gifts were designed to enhance the experience rather than act as a transactional incentive.
- ✓ **Multiple touchpoints:** Each item in the bundle served a purpose: practical, consumable, and memorable.
- ✓ **Executive-appropriate quality:** Presentation and item selection signaled respect for their time and position.
- ✓ **Global execution:** Local warehouse distribution ensured fast, reliable delivery regardless of location.

Your action plan for customer gifting

Here's how you can replicate customer marketing G.I.F.T plays for various milestones:

1. Onboarding and Champion changing Gifts (Days 1-30)

- Create welcome packages for new customer champions and their teams to encourage product adoption early. Include practical tools, branded items, quick-start guides, or success blueprints.
- **Budget:** \$20-\$40 per champion
- **Goal:** Drive early adoption and engagement

2. Milestone Celebrations (Ongoing)

- Celebrate customer successes: product launches, usage milestones, awards, or company anniversaries with champagne, retail vouchers, or artisanal hampers.
- **Budget:** \$30-\$50 per milestone
- **Goal:** Strengthen emotional connection and loyalty

3. Executive Engagement (Quarterly)

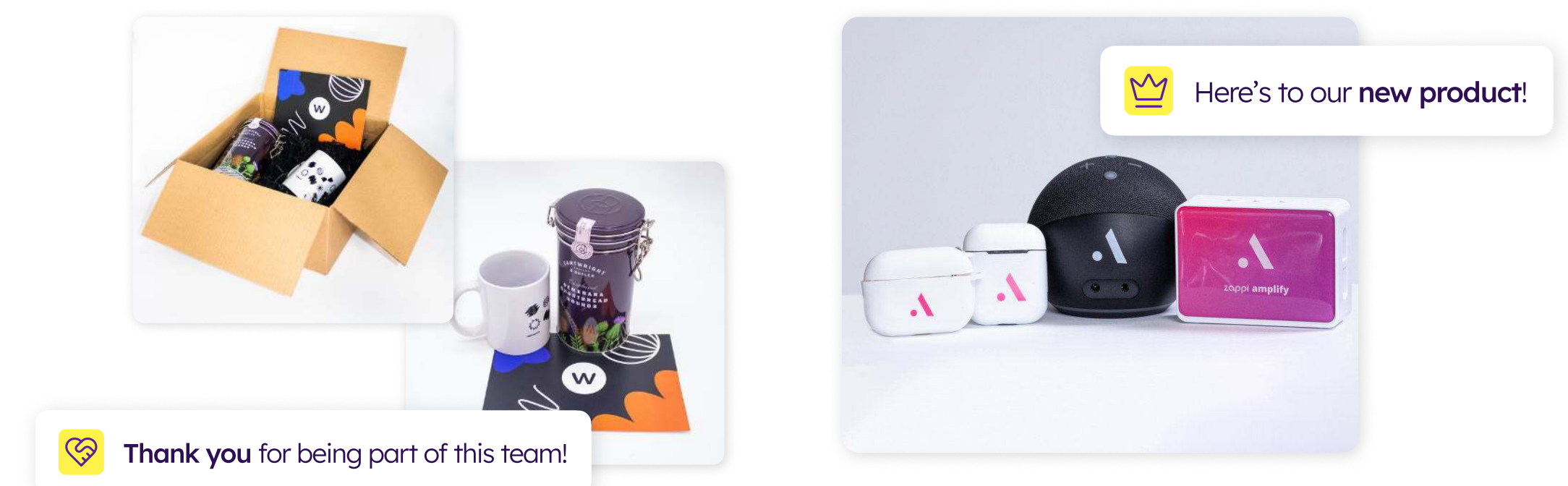
- Create touchpoints with C-suite stakeholders: business review prep packages, industry reports with premium consumables, or innovation session kits.
- **Budget:** \$50-\$100 per executive per quarter
- **Goal:** Maintain executive relationships and identify expansion opportunities

4. Renewal Campaigns (60-90 days before renewal)

- Re-engage buying committee members: ROI reports with personalized gifts, success stories, next-year planning resources.
- **Budget:** \$40-\$80 per stakeholder
- **Goal:** Secure renewal and identify upsell opportunities

5. Health Score Interventions (When engagement drops)

- Win back at-risk customers: check-in gifts with training resources, success manager introduction packages, or re-onboarding kits.
- **Budget:** \$35-\$60 per intervention
- **Goal:** Prevent churn and re-activate engagement



The art and science of gift selection

1: Marketing leaders

Psychology: Experience-driven, brand-conscious, creativity-focused

Gift categories that work:

- Premium consumables (specialty coffee, artisan tea)
- Creative items (custom bobble heads, branded puzzles, marketing books)
- Experience-based gifts (cooking classes, wine tastings)



Content pairing:

- ✓ Industry trend reports
- ✓ Creative campaign examples
- ✓ Benchmark studies from peer companies

Example: Send premium a custom bobble head with your "State of B2B Marketing" report that includes innovative campaign examples from similar companies.



2: CFOs and finance leaders

Psychology: ROI-obsessed, efficiency-focused, skeptical of waste

Gift categories that work:

- Productivity tools (noise-canceling headphones, ergonomic accessories)
- Premium desk accessories that save time
- Efficiency-enhancing tech gadgets



Content pairing:

- ✓ Financial benchmarking reports
- ✓ ROI calculators and frameworks
- ✓ Cost-saving case studies

Example: Send a high-quality desk organizer with your "CFO's Guide to Evaluating Marketing ROI" that includes specific financial frameworks they can apply immediately.



3: IT directors and technical evaluators

Psychology: Security-focused, integration-concerned, detail-oriented

Gift categories that work:

- Tech accessories (cable organizers, device stands)
- Security-themed items (privacy screens, secure USB drives)
- Quality tools that show technical understanding



Content pairing:

- ✔ Security whitepapers
- ✔ Integration documentation
- ✔ Technical architecture guides

Example: Send wireless charging station with your "Enterprise Security Checklist" that addresses their specific compliance requirements.



4: Operations and end users

Psychology: Usability-focused, efficiency-concerned, practical

Gift categories that work:

- Practical everyday items (branded tumblers, notebooks)
- Comfort-enhancing products (sleep noise machines, blankets, spa kits)
- Team-friendly options (food boxes, shared experiences)



Content pairing:

- ✔ Implementation guides
- ✔ Training resources
- ✔ Quick-start tutorials

Example: Send a spa kit with your "Implementation Success Guide" that shows exactly how teams like theirs get value quickly.

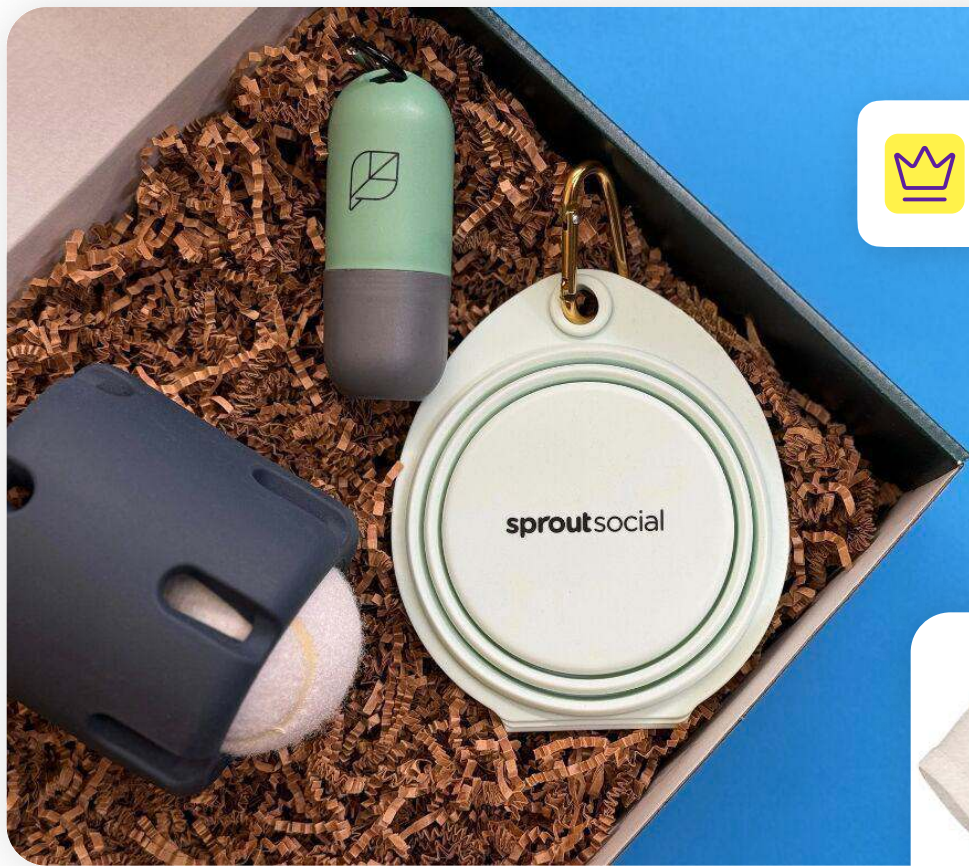


\$1.4M
of MRR

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](#)



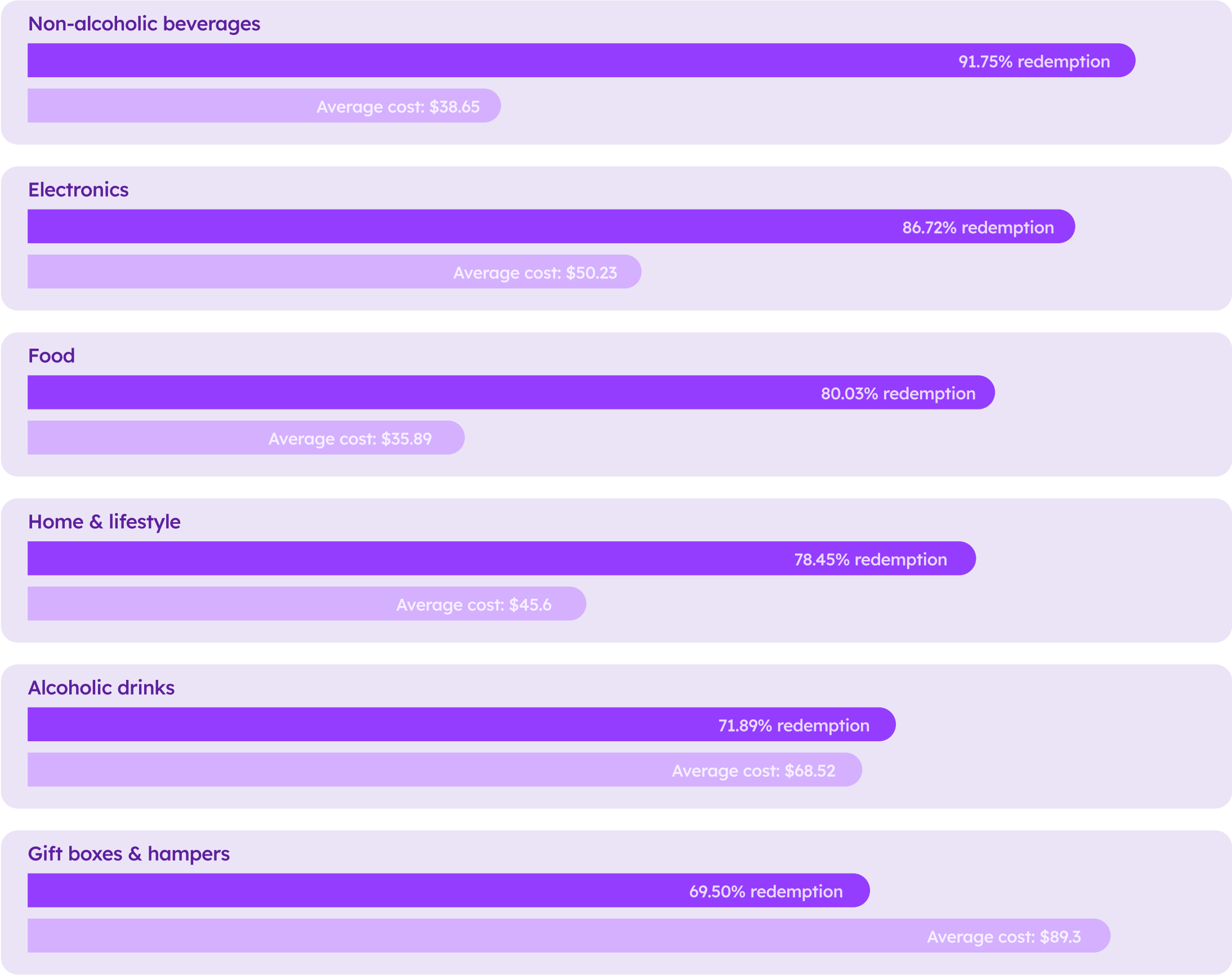
 **\$1.4M** of MRR

 **15X** gifting activity



Top gift categories and their psychological impact

Not sure what to send or when? [We’ve analyzed over 1.5 million gift sends](#) and redemptions to reveal which gifts resonate best and when.



Based on our analysis, these are the top six gift categories and how to use each to maximize engagement and impact.

1. Coffee & non-alcoholic beverages

Universally loved and easy to send, these gifts create multiple touchpoints and a warm, personal connection. Ideal for awareness campaigns, thought leadership delivery, and early-stage outreach.



Cravory Cookies
Coffee Box Set 10 oz - Ground coffee

2. Electronics & tech

Practical and professional, these gifts demonstrate understanding of your recipient’s work needs. Great for mid-funnel engagement, reactivating stalled deals, or multi-threading across accounts.



Pursonic
Essential Oil Aroma Diffuser

3. Food & treats

Shareable, emotionally appealing, and instantly gratifying. Perfect for team gifting, celebrations, meeting follow-ups, or deal re-engagement.



Cutter & Squidge
Mixed Mini Brownie Box of 12

4. Home & lifestyle

Thoughtful and personal, these gifts show you see the recipient as a whole person. Well-suited for executive relationships, long-term partnerships, or personal milestones.



Foxblossom
Petite Spa Gift Box

5. Alcohol & premium beverages

Sophisticated and celebratory, these gifts elevate relationships and are ideal for milestone achievements, deal closings, renewals, or executive entertainment.



Give Them Beer
Beer Gram



Artisan Deli Market
Red Wine & Cheese Hamper

6. Curated hampers & gift boxes

High-impact, multi-touch packages that combine practical, consumable, and memorable items. Best for C-suite engagement, major account campaigns, and long-term customer appreciation.

💡 Top tip: Give them the power of choice

Giving recipients options (whether different gifts, charity alternatives, or dietary accommodations) boosts engagement. Campaigns with choice options see 30% higher redemption rates.



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

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

Kaleigh Wright, Demand Generation Specialist at Workhuman

Read the story



Chapter 6

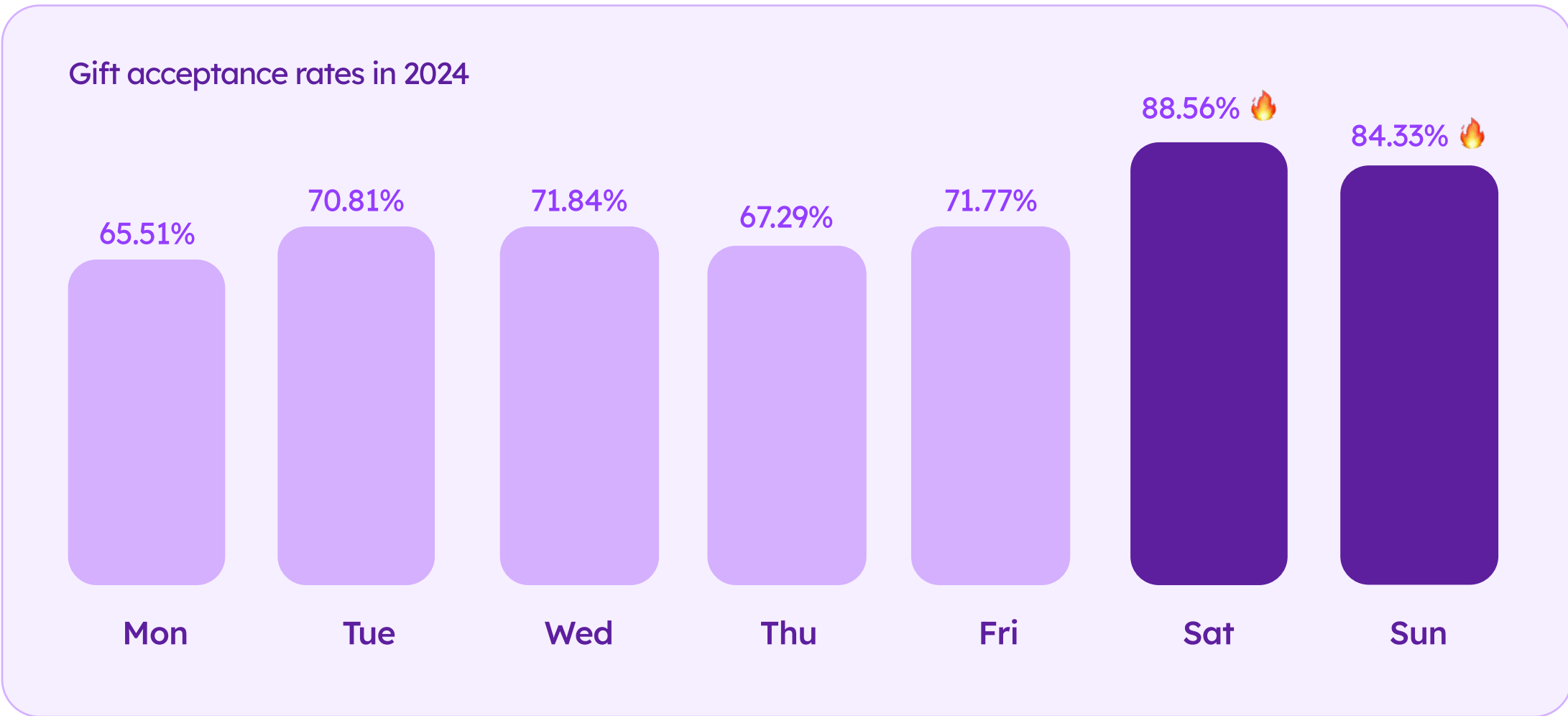
The science of timing: When to send for maximum impact

Same gift. Same message. Different timing. Completely different results.

Timing is your secret multiplier in strategic gifting. Understanding when to engage can triple your response rates without changing anything else about your campaign.

Weekly patterns (that most overlook)

Most marketing teams send gifts during business hours on weekdays, thinking that’s when decision-makers are most receptive. The data tells a different story.



Weekends are where the real opportunity lies. Saturday boasts redemption rates close to 89%, with Sunday right behind at 84%. That’s up to 17 percentage points higher than Monday, the worst day of the week to send. The reason? Quieter inboxes, fewer distractions, and more headspace to engage. For 1:1, high-value outreach, weekends are a golden window that most of your competition simply isn’t using.

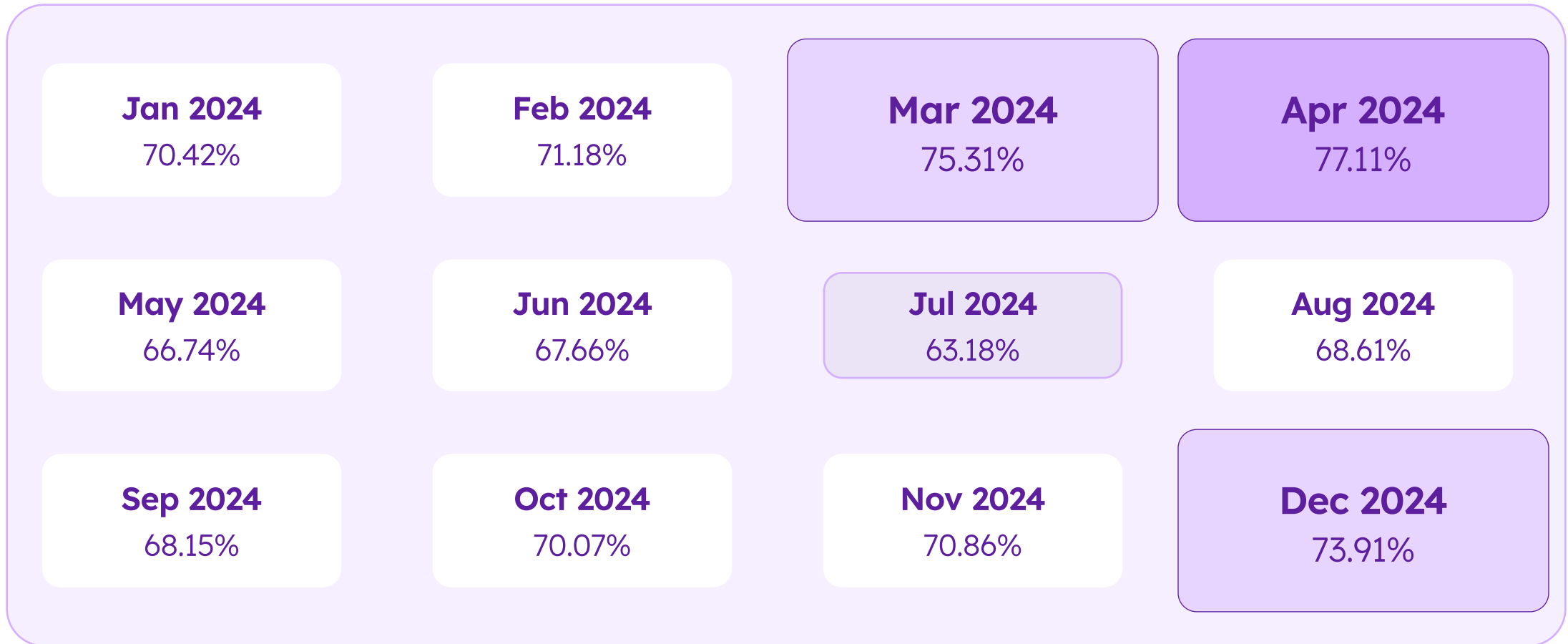
Still need scale? Midweek holds steady. Wednesday and Friday consistently deliver high redemption rates with larger volumes, making them the sweet spot for broader campaigns. Monday, on the other hand, remains the noisiest: buyers are catching up, not clicking through.

We recommend scheduling gift sends for Saturday morning. Your recipients will engage over the weekend when they have mental space.

The seasonal sweet spots for success

Not all months are created equal for gifting campaigns. Understanding seasonal patterns helps you maximize budget impact.

- ✖ **The myth:** December is the prime gifting month.
- ✔ **The truth:** Spring is where redemption peaks.



April tops the charts with a 77% redemption rate, followed closely by March and May. It's when budgets are fresh, initiatives are kicking off, and buyers are more receptive to meaningful gestures. That combination makes spring the most effective season for campaigns that aim to spark pipeline.

That doesn't mean winter is off the table. December sees the highest send volume of the year (over 80,000 gifts in 2024 alone) proving that holiday gifting can still perform if paired with the right message. Just don't expect redemption to peak; crowded inboxes and competing campaigns bring averages down a little.

The one month to watch out for? July. With redemption dipping to 63%, summer slowdowns and OOO replies can drag performance. The smart move is to adjust expectations and messaging during this stretch for hyper personalized campaigns.

The takeaway: Maximize spring for your best pipeline-building campaigns. And use winter strategically, balancing volume with personalization to cut through the noise.

Fiscal calendar timing: Align gifting with buying cycles

Timing corporate gifts around your prospects' fiscal calendars and business cycles can dramatically increase engagement. Sending at the wrong time often leads to overlooked gifts, while well-timed outreach can support budget decisions, reinforce initiatives, and accelerate pipeline.

Play 1: Budget planning periods

1. When to send: 60 to 90 days before the start of the fiscal year

2. Why it works: Decision-makers are evaluating options, building business cases, and securing budgets for the year ahead.

3. Content recommendation: ROI reports, benchmarking data, planning resources

5. Example: A CFO reviewing options for a new marketing automation platform may appreciate a concise ROI report paired with a thoughtful gift, making your solution more memorable during the evaluation process.

4. Gifts to send: Branded wireless charger, self-care kit, assortment of macaroons



Play 2: Quarter start

1. When to send: First two weeks of the new quarter

2. Why it works: Teams are setting fresh goals, launching new initiatives, and approaching projects with renewed energy. Decision-makers are open to solutions that help them hit new objectives.

3. Content recommendation: Quarterly playbooks, success frameworks, implementation guides

5. Example: Sending a quarterly success guide with a leather-bound planner and a movie bundle with popcorn and cinema tickets for the whole team are both thoughtful and practical, helping recipients tackle new goals with energy and focus.

4. Gifts to send: Branded leather-bound planner, motivational book, sticky notes, or a movie night in bundle for the whole team



Play 3: Quarter end

1. When to send: Last three weeks of the quarter

3. Content recommendation: Fast-implementation guides, results-focused case studies, best-practice templates

5. Example: Delivering a results-focused case study alongside a celebratory gift box with artisanal chocolates and a mini champagne bottle reinforces urgency, celebrates accomplishments, and keeps your solution top of mind.

2. Why it works: Decision-makers are under pressure to hit targets, evaluate performance, and identify gaps. They respond well to content that helps deliver measurable results quickly.

4. Gifts to send: Celebration gift box with champagne, premium chocolates, or macarons, or a personalized desk trophy or achievement plaque



Trigger-based timing: 4 ways to respond to real-time signals

While calendar-based timing lays the foundation, trigger-based gifting lets you act when prospects are most receptive. Use platforms like [6sense](#), [Demandbase](#), or [Champify](#) to identify key moments, then automate gifts in your [CRM or Reachdesk](#). These triggers signal engagement readiness and can significantly boost pipeline impact.

Play 1: Job Changes

1. Trigger: Promotion or new role.

2. Timing: 3–6 months after the change.

3. Why it works: New leaders have identified gaps and challenges but have not yet committed to specific solutions.

5. Example: A newly promoted VP of Marketing posts publicly about scaling challenges. Sending a growth playbook with a curated gift provides both value and personalization.

Play 2: Company events

1. Trigger: Funding rounds, acquisitions, leadership changes, major product launches.

2. Timing: 2–4 weeks after the announcement.

3. Why it works: Organizational shifts bring new priorities, budget availability, and strategic realignments.

5. Example: Following a Series B announcement, sending scaling resources with a congratulatory gift positions your solution as timely and relevant.

⊗ Avoid these timing traps	✓ Recommended timing strategies for your team
Sending financial or evaluation content to CFOs in December, when books are closing.	Send ROI-focused content to CFOs in February, aligning with budget planning cycles.
Making major requests during peak vacation periods, particularly July and August in Europe.	Maintain presence with relationship-building gifts during summer, without applying pressure.
Presenting complex solutions during year-end holidays, when attention is limited.	Offer simple, valuable resources during holidays, knowing recipients will engage when they return.
Sending introductory gifts to executives in new roles before they have settled, typically within the first 3–6 months.	Send congratulatory gifts to new executives 3-6 months into their role, once they understand priorities and challenges.

Play 3: Content engagement

- 1. **Trigger:** Webinar attendance, resource downloads, or other engagement.
- 2. **Timing:** Within 48 hours of engagement.
- 3. **Why it works:** Prospect interest is high and the topic is top of mind.
- 5. **Example:** After a prospect downloads an ABM guide, sending a curated ABM implementation toolkit with a small gift reinforces value and builds credibility.

Play 3: Stalled deals

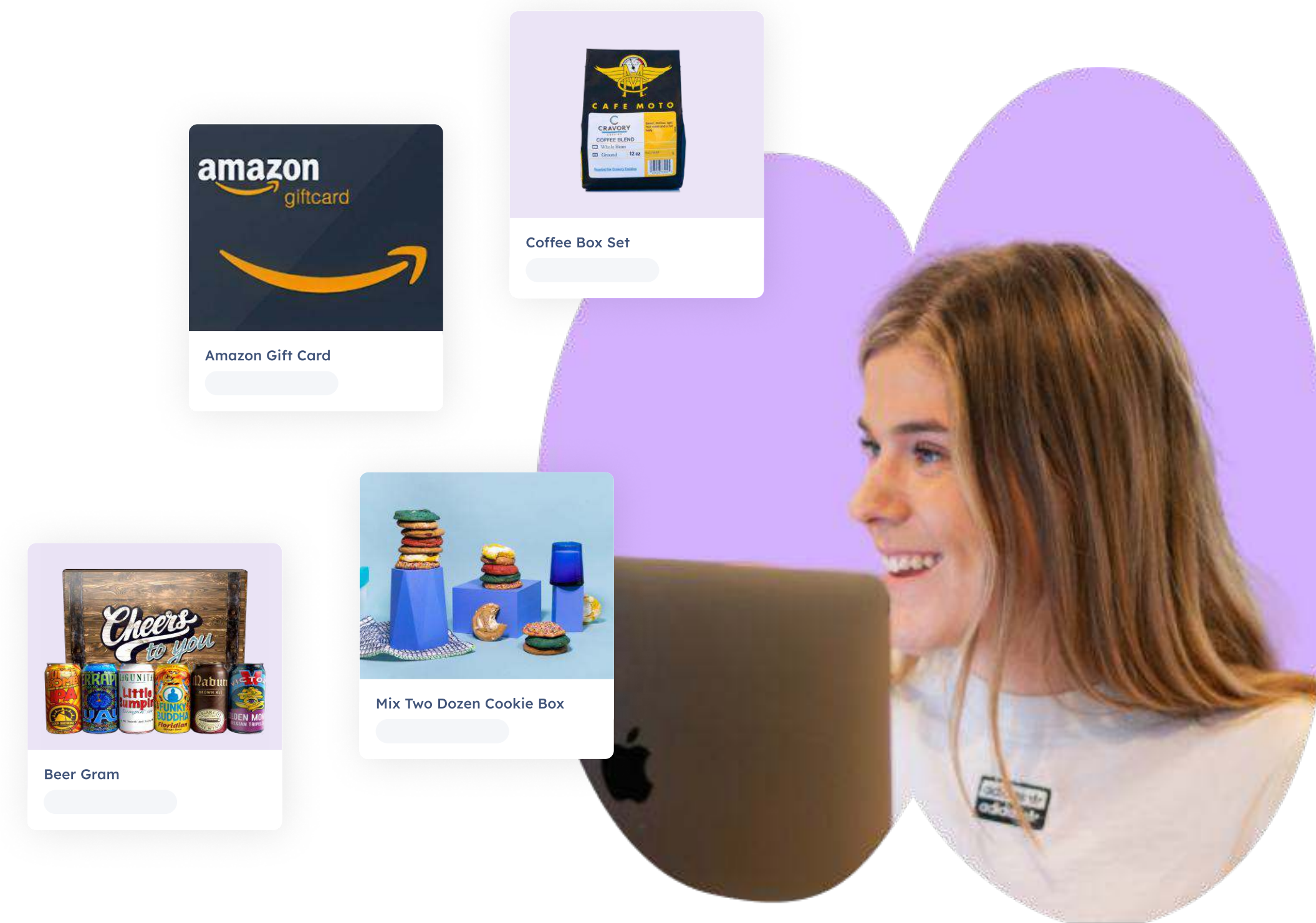
- 1. **Trigger:** Deals with no activity for 30 or more days.
- 2. **Timing:** After identifying the specific blocker.
- 3. **Why it works:** Re-engagement requires fresh content and a new approach.
- 5. **Example:** A stalled deal with a CFO can be revived by sending research-backed insights paired with a relevant gift, addressing pain points while keeping your solution top of mind.

Trigger-based gifting creates the right moment to engage, but a gift alone isn't enough. Following up ensures your outreach converts interest into meaningful conversations.

Top tip:

Following up within 48 hours of redemption dramatically increases response rates

because the experience is fresh, content is top-of-mind, and the psychology of reciprocity is in play. Skip logistics-focused messages and instead reference the gift, tie it to the paired content, and connect it to the recipient's challenges while requesting a conversation about their success.



Chapter 7

Integrating gifting into your tech stack to maximize success

Maximizing the impact of corporate gifting requires seamless integration with your existing tech stack. [Connecting your gifting platform](#), such as Reachdesk, ensures campaigns are automated, personalized, and tied directly to prospect or customer activity. Integration eliminates manual processes, improves timing, and provides actionable insights across marketing and sales efforts. Here are some of our top recommendations for tools you can integrate with straight away:



Your CRM: CRMs such as Salesforce and HubSpot centralize customer and prospect data, making it easier to coordinate gifting campaigns. By connecting your gifting platform to your CRM, you can automate workflows, track engagement, and ensure gifts are personalized based on account history and interactions.



Intent data solutions: Platforms like Demandbase and 6sense help identify when prospects are actively researching solutions or showing buying signals. Integrating these tools with your gifting platform allows you to trigger timely, relevant gifts that align with intent signals, increasing engagement and pipeline impact.



Calendar scheduling tools: Tools like Chili Piper and Salesforce Meetings streamline scheduling and help coordinate gift delivery around key meetings. Integration ensures your outreach aligns with the recipient’s availability, making it easier to follow up and create meaningful touchpoints.



Customer marketing platforms: Platforms like Influitive enable advocacy and community engagement programs. Integrating gifting into these tools helps reward loyal customers, recognize advocates, and drive referrals, all while tracking engagement and campaign effectiveness.



25% close rate

I find it very useful that you can connect to Salesforce, Marketo, and Salesloft from Reachdesk.

Laura Xavier Marketing Manager EMEA, Rapid7

Read the story

Chapter 8

Measuring the success of your gifting campaigns

Corporate gifting is more than a thoughtful gesture, it’s a measurable marketing and sales tool. To understand the impact of your campaigns, tracking the right metrics is essential.

Why measurement matters

Measuring success shows how gifts drive engagement, strengthen relationships, and generate revenue. Without data, you cannot know what works, optimize campaigns, or prove the value of your efforts. Intelligent gifting platforms like Reachdesk include [CRM-integrated ROI dashboards](#), making it easy to assess the impact of every campaign.

5 key metrics you should track

 **Response Rate:**

Measures how many recipients engage after receiving a gift. High response rates indicate strong interest and effective targeting.

 **Redemption Rate:**

Shows how many recipients actually claim or redeem your gift. This metric highlights the appeal of your gifts and messaging.

 **ROI and Cost Metrics:**

Track the revenue generated versus campaign costs, as well as cost per send, cost per conversion, and cost per acquisition. These reveal efficiency and overall impact.

 **Close Rate and Pipeline Acceleration:**

Determine how gifting influences deal progression and conversion. Are recipients moving through the sales funnel faster than others?

 **Customer Retention and Engagement:**

Measure whether gifts strengthen loyalty and drive repeat business. Track engagement with the gift itself, feedback, and long-term interactions.

[Collecting these metrics](#) allows you to optimize campaigns, refine gift selection, improve timing, and personalize messaging. The ultimate goal is to create campaigns that are not only unforgettable but also demonstrably effective in driving business outcomes.



160% increase in response rate every quarter

The data Reachdesk provides is phenomenal. Using Reachdesk Insights alongside data from tools like ZoomInfo means we can gift to our most engaged prospects and be really strategic with our direct mail.

Sara Boen, Senior Field Marketing Manager at Paycor

[Read the story](#)

It's time to G.I.F.T the buying committee

While you're reading this, your competitors are booking meetings with execs who ignore your emails and accelerating deals that would take you months to close. They're doing it with the framework you just learned.

Every quarter you wait, the gap widens. Early adopters are training buying committees to expect thoughtful, personalized engagement. When a prospect receives a personalized research report with premium coffee from one vendor and a templated email from you, which conversation moves forward?

The framework works. The leaders are seeing results that seemed impossible 18 months ago: **65%+ engagement**, **5x more post-event meetings**, and **six-figure deals from \$50 investments**.

You have two choices: watch email open rates drop while cost per lead climbs, or use an approach that drives high engagement and real conversations. G.I.F.T is proven at scale for thousands of B2B teams.

This is not about sending more gifts. It's about changing how you engage modern buying committees. It's about reaching CFOs, IT directors, legal teams, and end users with messages that actually matter. It's about creating memorable moments that cut through inbox clutter, AI filters, and digital fatigue.

Playbooks are ready. Timing strategies are mapped. ROI is measurable. What happens next depends entirely on how fast you act.

Ready to move the needle with G.I.F.Ts?

See how Reachdesk helps marketing teams like yours break through digital noise, engage entire buying committees with unforgettable experiences, and accelerate deals that actually matter.

Book a personalized demo and discover how the G.I.F.T framework can work for your specific accounts, challenges, and goals.

[Book a demo](#)

You can also message us at hello@reachdesk.com with any questions.

Don't let another quarter slip by while competitors build relationships you're still trying to start.



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