

Reachdesk

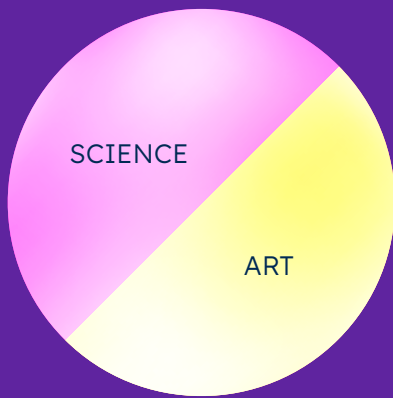
# The global state of gifting

What data has to say about your gifting strategy.  
*Fresh from the Reachdesk data lab.*

Deliver moments that matter

[reachdesk.com](https://reachdesk.com)

What kind of gift-giver are you? Are you the type to note down what your loved ones mention they want throughout the year and get it for their birthday? Or are you the type to wing it last minute? Do you do your research or do you follow your gut? You probably, like most of us, do a combination of the two.



We believe just like gifting in our personal lives, corporate gifting is 50% art and 50% science. We bring you this report fresh from the Reachdesk data lab to shed some light on the science behind corporate gifting strategies.

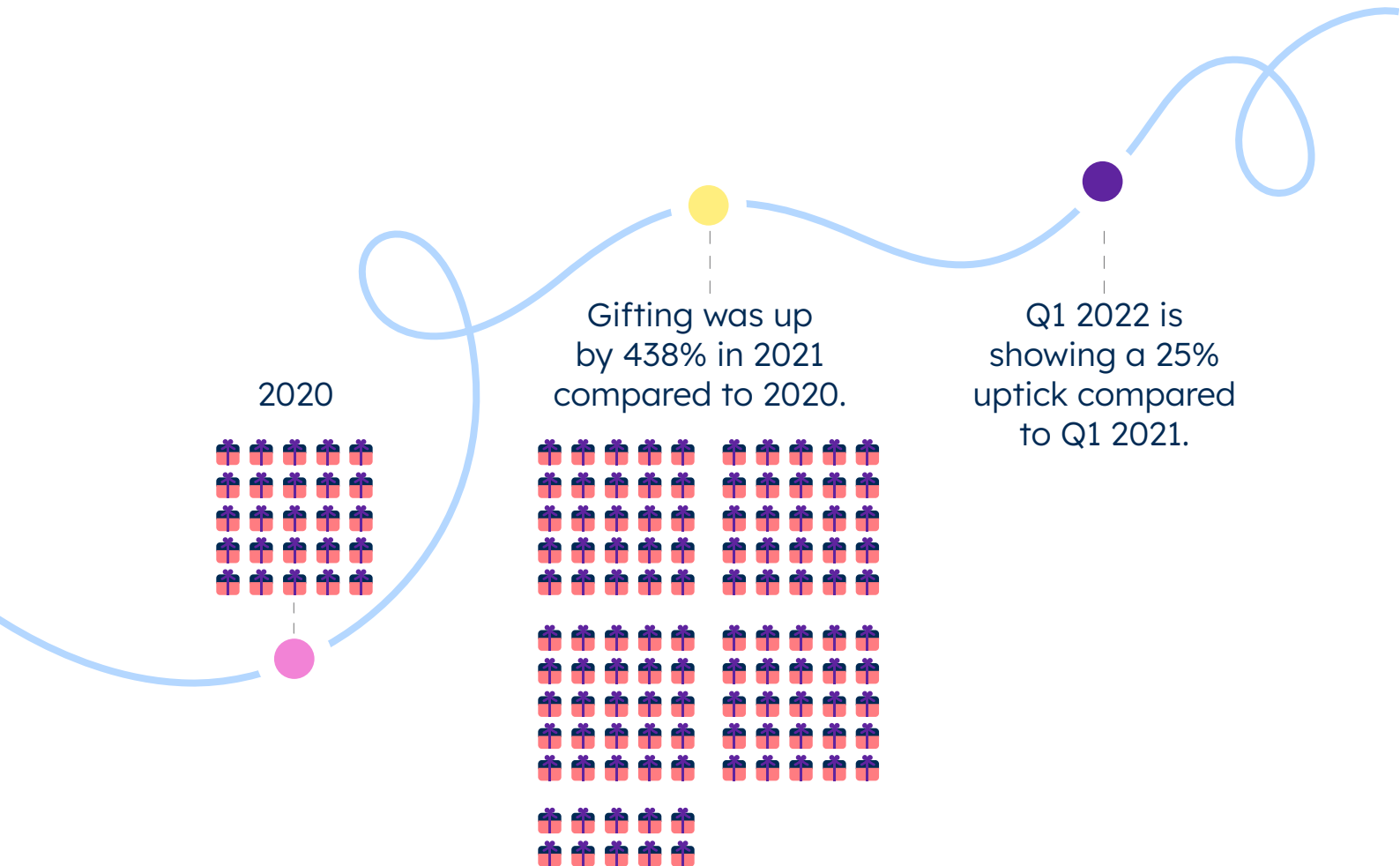
Take note of what the science of gifting has to say about your gifting strategy and get insight from thousands of Reachdesk users on how the corporate gifting landscape is changing, what people are gifting, when people are gifting, how much gifting costs, and how gifting impacts business results.

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# The growth of gifting

In the last couple of years, companies around the world had to quickly come up with new and creative ways to engage virtual event attendees, attract the attention of audiences suffering from digital fatigue, and keep remote workers happy and engaged. In that period, many trialed direct mail for demand generation and employee engagement for the first time. Judging by the numbers, organizations around the world are loving this new (or newly rediscovered) channel and gifting and direct mail are here to stay. Here's a snapshot of the growth in gifts sent through the Reachdesk platform in the past couple of years.

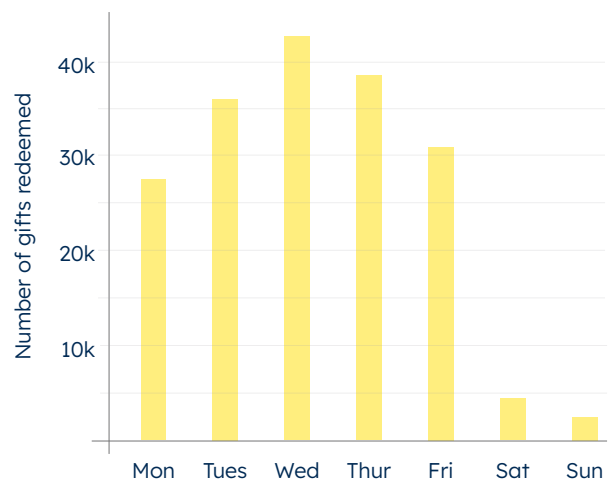
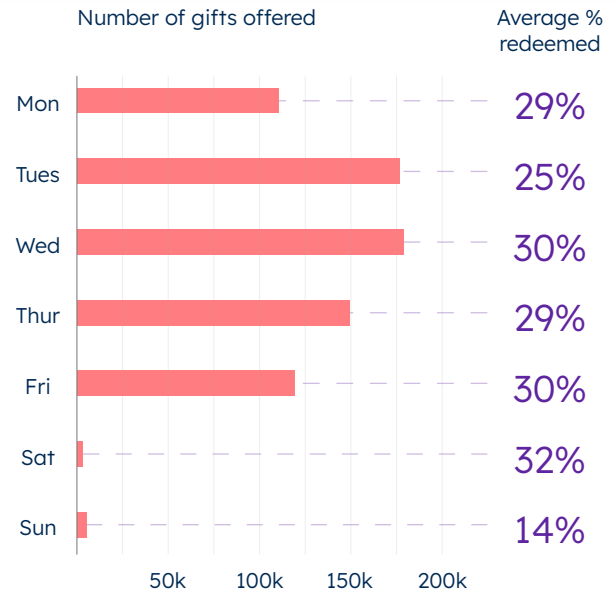


# No better time to gift

We often get asked what time of the week people gift and how that impacts redemption rates. You probably won't be surprised to hear that there is no neat formula that works for everyone. To find success, you'll have to draw on your knowledge of your audience and individual recipients and test and learn. But that doesn't mean you have to go in blind. For data-backed insights on direct mail, look no further - here's what we've learned from our customers.

Midweek is the most popular gifting time for Reachdesk customers, with the sending most of their gifts on Tuesday and Wednesday. Most Reachdesk users avoid sending gifts on the weekend.

Something interesting to bear in mind is that gifts sent on Saturday are most likely to be redeemed. As we saw earlier, most organizations avoid sending on the weekend, but if gifts sent on Saturday get redeemed as much or slightly more than gifts sent on any other day of the week, our advice is to start sending gifts on Saturdays! The only day to avoid sending on, according to data, is Sunday as gifts sent on Sunday have the lowest redemption rates.



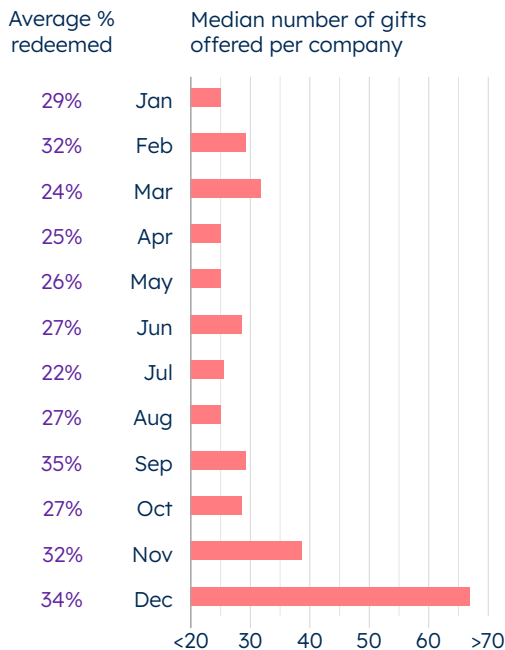
**Top tip:** Don't be afraid to try gifting on the weekend and at irregular times. With the rise of remote work, working hours are more flexible and people will be engaging with their work emails and messages at different times of the day. Acknowledging this new way of working and living can pay off.

**Here's an anecdote from one of our customers:**

A seller was catching up with her gifting outreach while preparing dinner for her family so she sent out a few UberEats vouchers to her prospects with a simple message: *“I’m cooking dinner and I thought of you. Why don’t you treat yourself to dinner on me. I know if you’ve had a busy day like mine you’ll appreciate not having to cook.”*

This highly personal and considerate message acknowledges the new reality of work-life balance. Yes, the message is a little unorthodox and yes, it was sent outside traditional working hours but it got an incredibly positive response and helped the BDR move the deal further.

## The gifting season



### Tip from the data scientist:

*If you want to improve engagement with your direct mail, it's worth planning your campaigns around celebrations spread throughout the year to avoid your gifts getting lost in the December gifting frenzy. Check out the [Reachdesk Q3 gifting guide](#) for some fun celebrations and gifting ideas.*



**Ralph Bird**  
Data Science Manager

While we see more and more of our customers run campaigns all year round as part of their go-to-market and employee engagement strategies, gifting strategies are still mainly focused around the festive season. Most Reachdesk customers send most of their gifts in the month of December. The gifting season is, of course, not going anywhere but gifting throughout the year is on the rise.

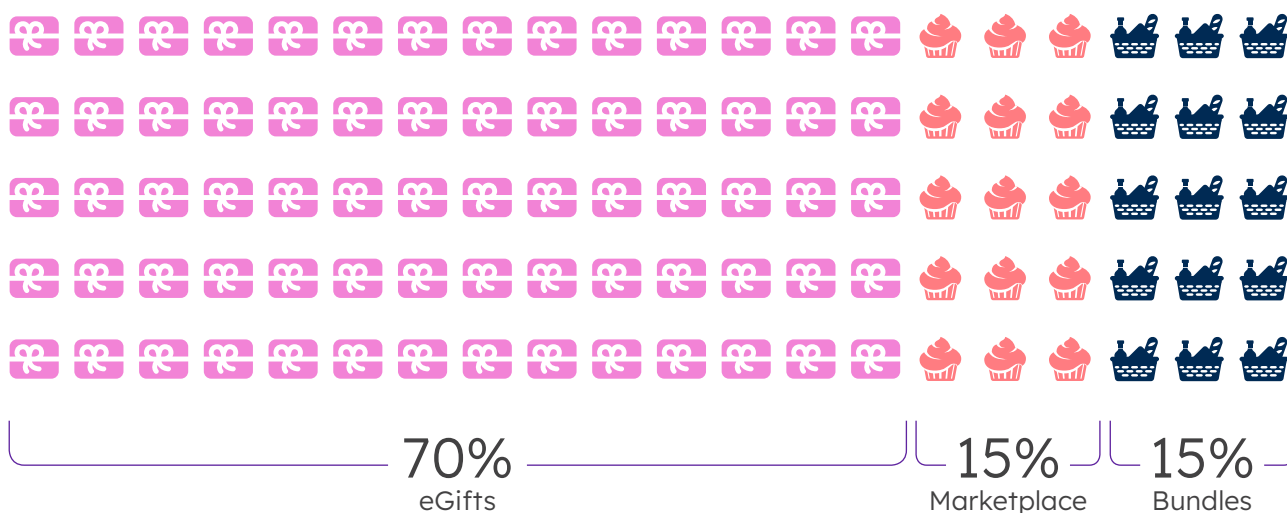
# Gifting preferences

Another burning question we get asked a lot alongside “**When** should I gift?” is “**What** should I gift?” Again, this will depend on your audience, but the hard and fast rule here is make the gift meaningful to the recipient! If you’re after something even more concrete, the two questions that Reachdesk data can help you answer are: “What gifts do people like to give?” and “What gifts do people like to get?”.

To answer the first question we look at send volumes across three different types of gifts - eGifts, marketplace items, and gift bundles. We also look at what types of gifts different teams like to give. To answer the second question we look at the redemption rates for those three different types of gifts.

## What gifts do people like to give?

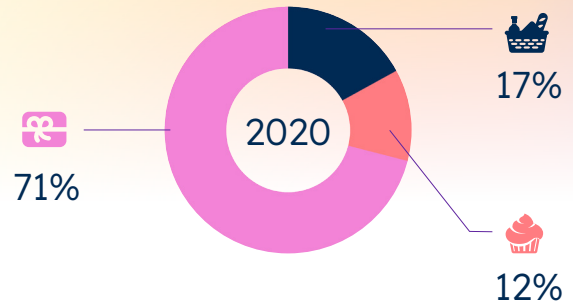
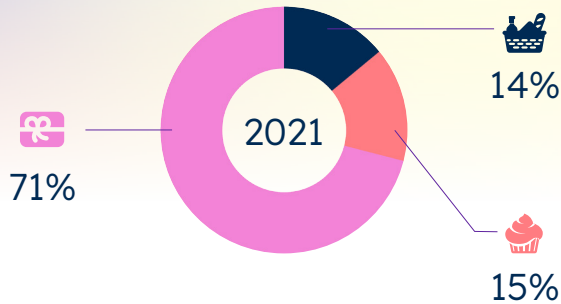
Here’s an overall view of what we’ve seen from 2020 to Q1 2022.





In 2021, 71% of all gifts sent through Reachdesk were eGifts, 15% were marketplace gifts, and 14% were gift bundles.

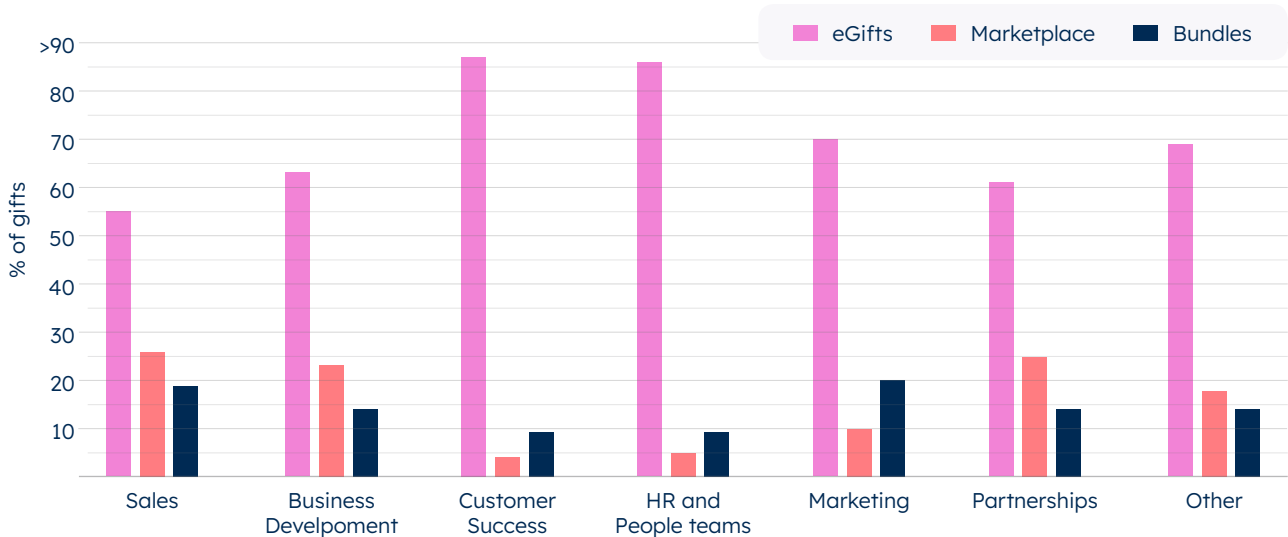
The numbers in 2020 looked quite similar. In 2020, 71% of all gifts were eGifts, 13% were marketplace items, and 17% were gift bundles.



There is a pretty good reason why eGifts consistently dominate most gifting strategies. They work miracles and are exactly what you need to quickly and cheaply gift at scale.

Generally, eGifts are ideal as door-openers and are often used by MDRs, SDRs, and BDRs. The better you get to know a recipient, the more personalized and personal gifts get. For more mature, long-term relationships such as those between a customer and a Customer Success Manager, or between a manager and an employee, the barrier to sending a physical gift is significantly lower and you can see great success with gifts that are fun but meaningful to the recipient.

## What gifts do different teams like to give?



Unsurprisingly, Marketing teams have the strongest love for gift bundles, and often produce highly creative, bespoke gift bundles. Marketplace gifts such as fresh cookies, cupcakes, and drinks are also popular with Partnership and Sales teams.



Interestingly, Customer Success teams stick to eGifts and haven't really experimented with marketplace gifts which might be an opportunity worth seizing. As you will see later, physical gifts are more likely to get the recipient's attention and are ideal for rekindling conversations with customers who have gone quiet.

HR and People teams also prefer eGifts over any other type of gift and have been cautious with experimenting with marketplace gifts and gift bundles. There are many advantages to sticking to the good old Amazon voucher, which gives the recipient the freedom to choose something useful and meaningful to them. However, when it comes to adding a personal touch, a physical gift arriving at their door has the power of creating a truly special moment.

## What gifts do people like to get?

The first thing you want to make sure when you send a gift is that the recipient will actually want to receive it. **An opportunity is [1.44 times more likely to end up closed/won](#) if a gift is redeemed than if a gift is offered but not redeemed.** Gift redemption rates clearly have a positive impact on your pipeline so knowing what types of gifts are more likely to be redeemed is vital.

We've found that our customers consistently get a **1.5-2.5x increase in the redemption rate of physical gifts** (from our marketplace or bundles) over eGift cards no matter what the purpose of the send is or when in the deal cycle it was sent. You might think this has to do with the fact that the average value of a marketplace gift is higher than that of an eGift card (\$21 vs \$71).

However, Reachdesk data shows that the value of the gift offered doesn't really make a difference. Marketplace items get higher redemption rates and see higher close rates than eGifts of the exact same value. Speak of the power of adding a non-digital touch, right?



### Tip from the data scientist:

*Whatever you do, don't leave gifting to your customers for the last minute before their contract is up for renewal. As we uncovered in our [Reachdesk IQ blog](#), renewal and upsell opportunities where gifts are redeemed earlier in the process have **1.11x higher close rate** than those where gifting only occurs in the last month before the opportunity closes. What's more, those who gift later in the renewal cycle **spend almost 50% more per deal** than those who gift six months to a year in advance.*



**Ralph Bird**  
Data Science Manager



### Tip from the data scientist:

It's not the value of the gift that matters but the thought that goes into it. Marketplace items are more likely to be personalized than eGift cards and often come with a highly-personalized note which could explain why they tend to get better redemption rates. Also, there's probably something to be said about the special experience of getting a surprise box at your doorstep.

#### Average close rates:



31%

with eGifts



41%

with bundles



40%

with marketplace items

Read our [Reachdesk IQ blog for more insights on redemption rates.](#)

## Who didn't need a drink in 2021?

Within the highly redeemed category of edible marketplace items, what types of gifts get redeemed the most? Reachdesk data shows that alcoholic beverages are **50% more likely to get redeemed than food**. Now, before you jump to conclusions about recipients' drinking habits (who didn't need a drink in 2021?), this can be linked to the fact that drink items are usually higher in value. Remember that personalization is a key factor here, too. When it comes to sending alcohol, do your research and keep your target audience in mind - you definitely don't want to be sending alcoholic beverages to someone who can't or doesn't drink.



# The most popular gifts on Reachdesk by number of sends

Top 5 most popular marketplace items:



NOMS gift box with 10 Gourmet Cookies



NOMS gift box with 20 Gourmet Cookies



Bear's Brownies 24 assorted brownies



Casamigos tequila blanco - custom engraved



Personalized handwritten note

# The most popular gifts on Reachdesk by number of sends

Top 5 most popular eGift cards:



Starbucks USA



Amazon USA



Uber Eats USA



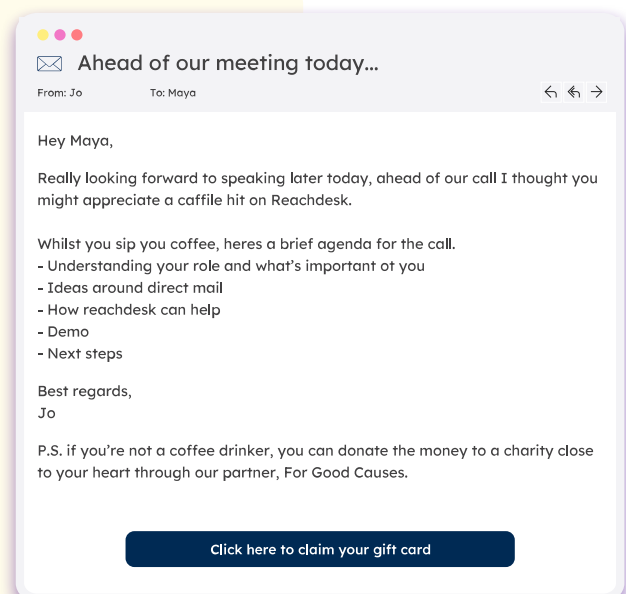
Deliveroo



Costa

## The option to give to charity

Something our customers love more and more is giving their prospects the option to give to charity instead of claiming a gift for themselves. Charity gift cards have been a successful strategy to avoid any reservations around accepting a gift and are a great way to build strong relationships. When adding the option to give to a charity through [GlobalGiving](#) or [Rewards Earth](#), customers, have seen their claim rates go up. The average gift amount for charity gift cards in 2021 was \$65,67 which is much higher than the overall eGift average of \$19,73.



# The geography of gifting

## Who are the world's top gifters?

We've seen a spike in the number of gifts sent by Reachdesk customers across different countries and company sizes. Overall, organizations across the globe both big and small are gifting more than they were before.

In 2022, the majority of gifts were sent from the US, Canada, United Kingdom, China and Germany. Another strong gifter is Netherlands.

### Top gifters by region:

2020

- 1 United States of America
- 2 United Kingdom
- 3 Germany
- 4 Canada
- 5 Thailand

2021

- 1 United States of America
- 2 United Kingdom
- 3 Canada
- 4 Germany
- 5 Netherlands

Q1 2022

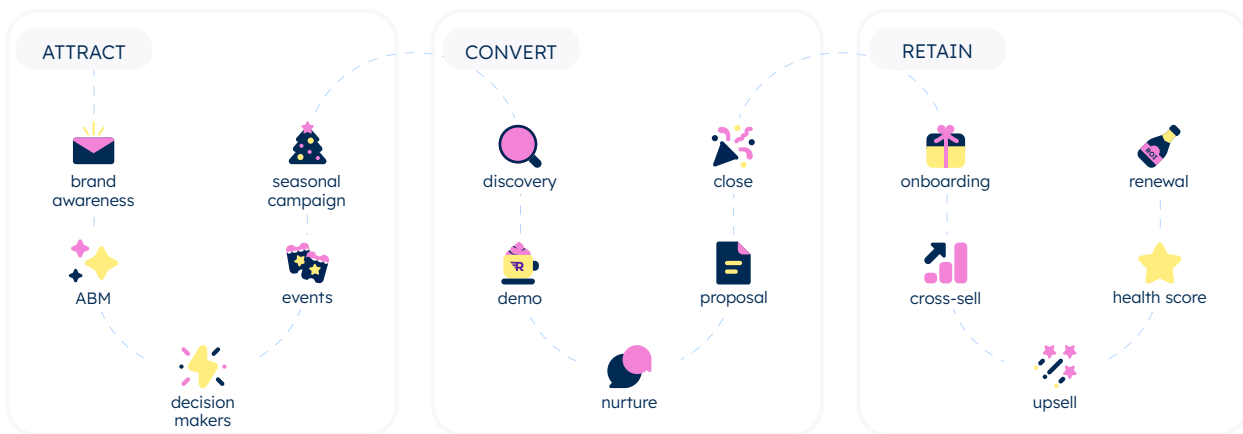
- 1 United States of America
- 2 Canada
- 3 United Kingdom
- 4 China
- 5 Germany

## Top gifters by team:

At Reachdesk, we're firm believers in gifting throughout the customer and employee lifecycle. We have seen the positive impact gifting can have first hand across different use cases, and we know gifting can work equally well for Customer Success and People and HR teams as it does for Sales and Marketing teams.

We see more and more of our customers adopting our approach to gifting and introducing gifting to their marketing, BDR, Sales, Customer Success and People and HR teams, and turning gifting into a key part of their go-to-market and employee engagement strategies.

Here's what that looks like across your revenue strategy:



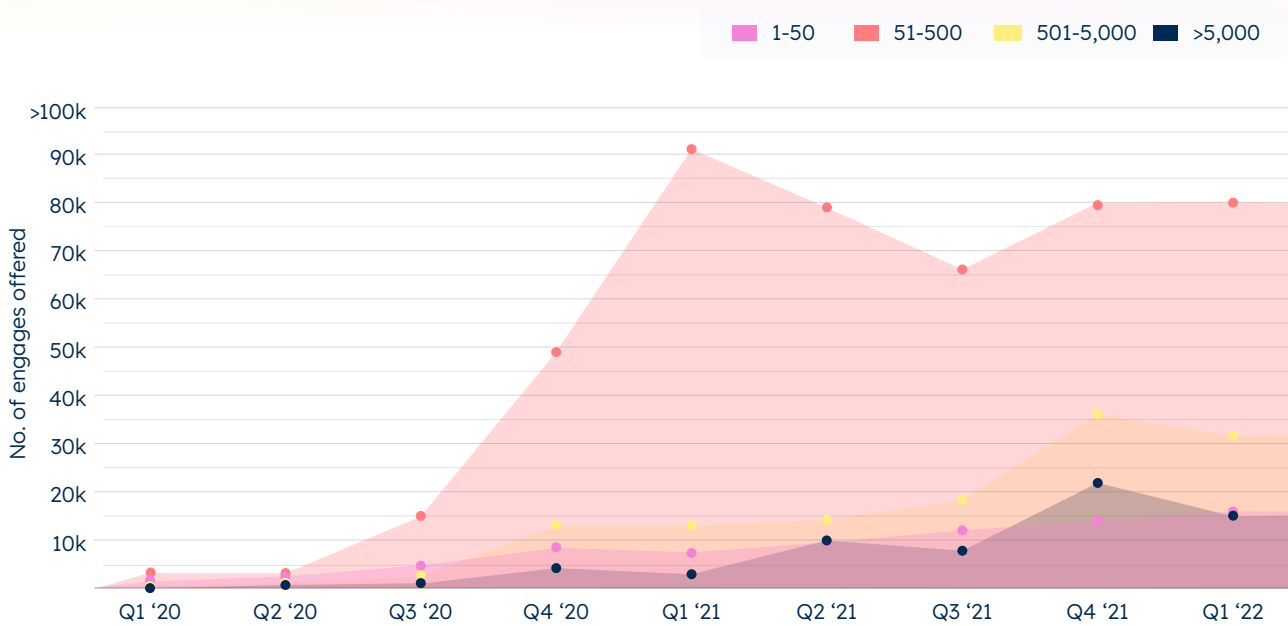
Here's what that looks like across your HR and People strategy:





## Top gifters by company size:

Thanks to the rise of smart gifting platforms like Reachdesk, companies of all sizes can run meaningful direct mail campaigns. Previously, direct mail was mainly done by large organizations who had the manpower to spare on sourcing, packing and sending gifts, or the budget to outsource it. Now, companies of all sizes using gifting platforms such as Reachdesk can run successful and cost-effective campaigns with minimum hassle.





# The cost of gifting

We've talked about the what and when of gifting, but the how much is also an important consideration. And, there are certainly interesting things that data teaches us about the value of a gift.

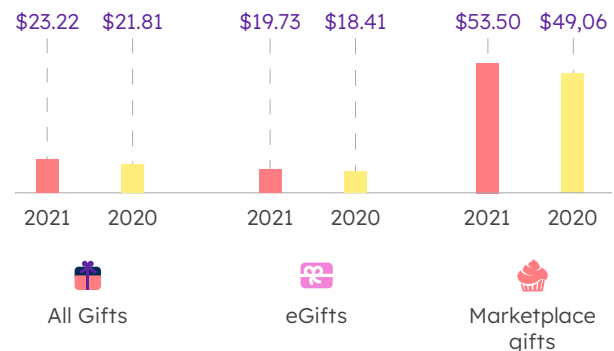
In an experiment we ran with Reachdesk BDRs, we found that BDRs with a limited gifting budget had a higher chance of booking a meeting than BDRs who were given an unlimited budget. With **30% of our gifting spend for the month**, Team Limited Spend ended up **generating 47% of the revenue**.

Why do we think that is? It's all about personalization. The BDRs who had a limited gifting budget spent more time researching prospects and got creative with their gifts and message. Those who were simply trying to WOW with high-value gifts missed the mark. Read [The real cost of corporate gifting report](#) for more insights. from this experiment.

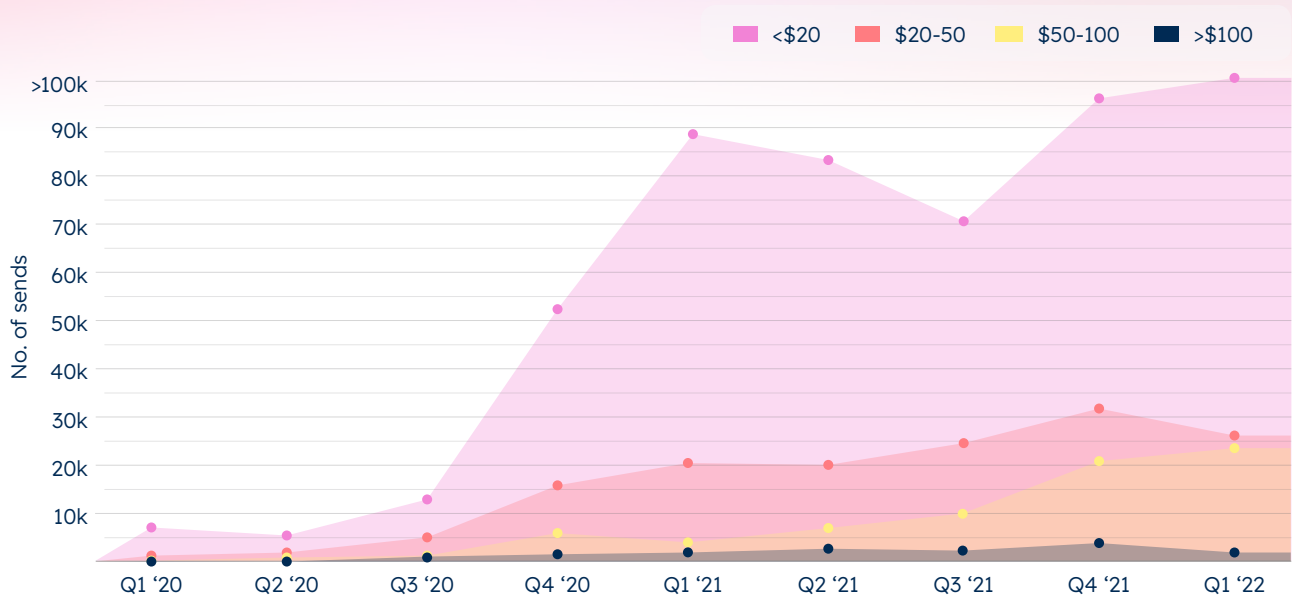
## How much does the average gift cost?

Our research shows that the value of your gift isn't the most important factor in influencing how the conversation progresses, but we bet you could use some intelligence on how much people spend per gift. Here we share data on how the average cost per gift has been changing over the past couple of years and how much different teams tend to spend per gift.

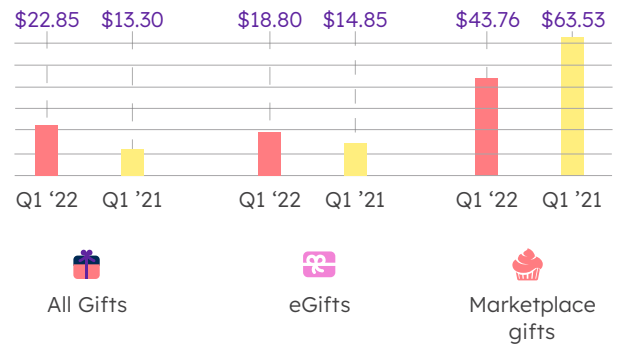
The average cost per gift in 2021 was \$23.22 compared to \$21.81 in 2020. In 2021 people spent on average \$19,73 per eGift and \$53,50 per marketplace gift. In 2020 those numbers were \$18,41 and \$49,06 respectively.



# How is the cost of gifts changing?

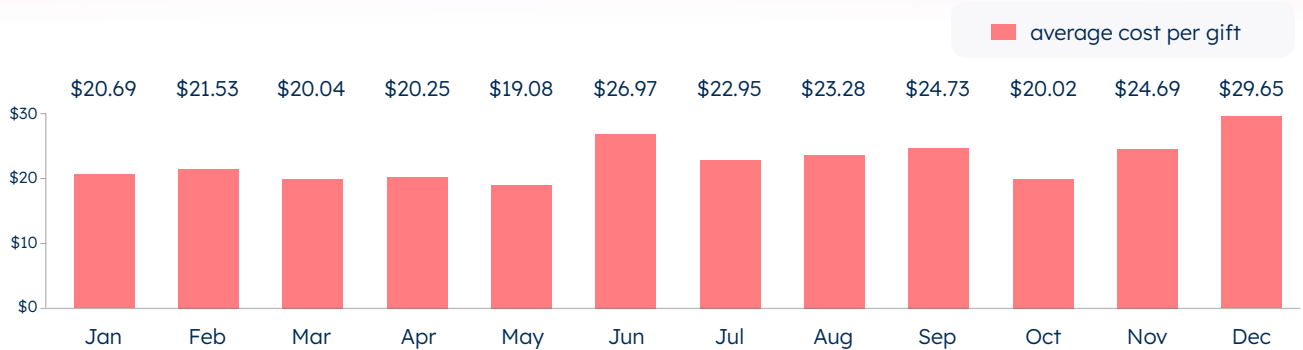


We've seen people sending more gifts across all gift value ranges: from gifts below \$20 to high-ticket items above \$100. The below \$20 gift is the most popular and has seen the steepest climb in popularity followed by gifts in the \$20-\$50 price range. Below you can see how average gift value across different gift types in the first quarter of 2022 compares to the first quarter in 2021.

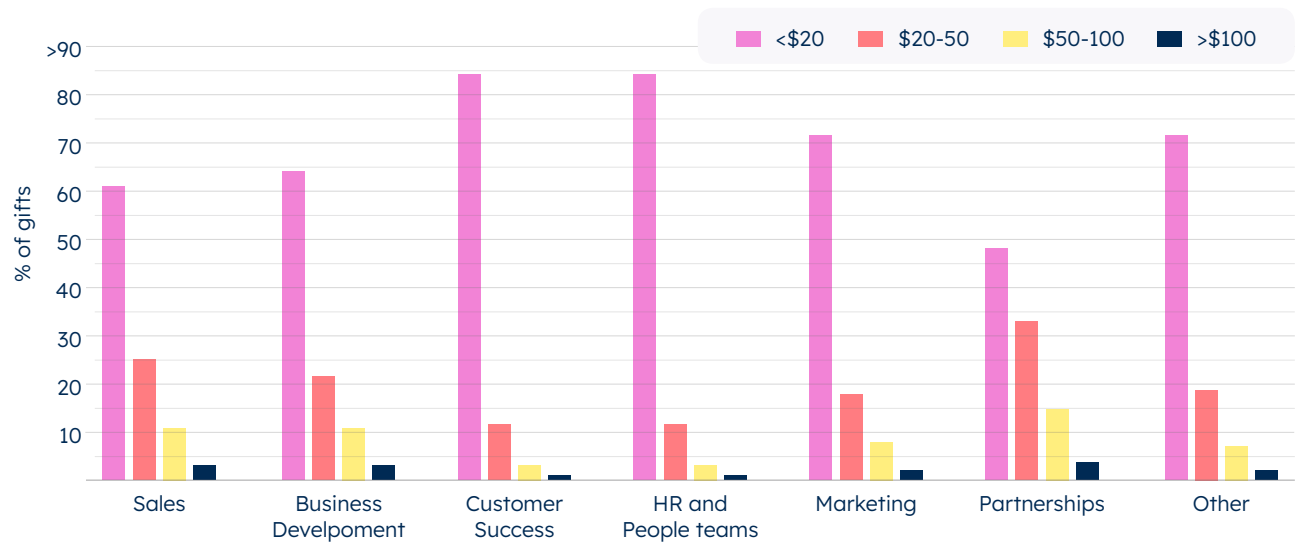


# What are the seasonal trends in the average cost per gift?

In the last two months of the year, people tend to spend more per gift. As you can see in the breakdown by gift type, that's largely because November and December are popular times for higher-value gifts such as marketplace items and gift bundles. We also see a spike in the average cost per gift in June with summer gifting campaigns becoming more popular.



# How much do different teams spend per gift?



Partnership, Marketing, and Sales teams are most generous with the value of their gifts. Around 48% of all gifts partnership teams send are in the below \$20 bucket and 33% are in the \$20-\$50 price range. Partnership teams are also more likely than other teams to splash out with gifts over \$100 with 4% of their gifts falling in that price range. 61% of the gifts that sales teams send are under \$20 and 25% are between \$20 and \$50. For marketing teams 72% of the gifts are below \$20 and 18% are in the \$20-50 range.

# Gifting results

Ok, so we've talked about what to send, when to send, how much to spend. Now it's time to answer the most important question of all: What does all this achieve? What results do Reachdesk users see with direct mail and gifting?

The average claim rate for all gifts sent through Reachdesk is **28.5%**. The average claim rate for 2021 was 27.1%.

The average number of redeemed gifts per won opportunity is **3.1** at a cost of **\$83.39**.

The average opportunity has **1.2** redeemed gifts at a cost of **\$33.15**.

## Average values per won opportunity

	No. of engages	Ave. cost
Renewal	2.28	\$73.19
Upsell	2.68	\$99.80
New business	4.23	\$91.55

## Average values per closed opportunity

	No. of engages	Ave. cost
Renewal	1.39	\$44.68
Upsell	1.24	\$46.29
New business	1.16	\$25.15



## 60X ROI

[READ THE FULL STORY](#)

*"You just can't argue with the ROI we see with Reachdesk. It's a really easy ask for me to invest more in gifting because the results speak for themselves."*

**Kelly Walters** Senior Marketing Manager, EMEA, Salesloft

## 15% increase in meeting show rate

[READ THE FULL STORY](#)

*"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."*

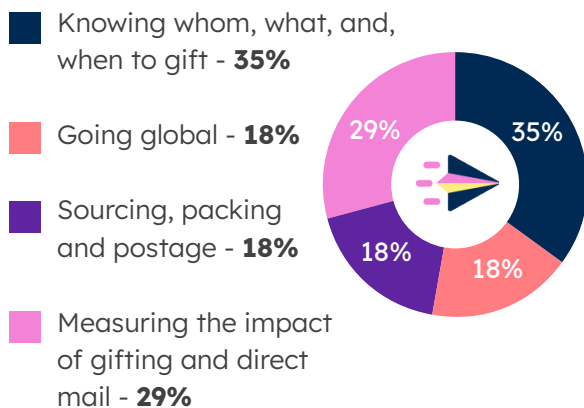
**Kiera Griffis** Marketing Campaign Manager, Divvy



# Ask the people

We're known to listen to our customers and learn from insights from our network. We can also be a bit nosy (all in the name of science, of course) so we asked our customers and followers to shed some light on the matters that are a little trickier to explore in lab conditions. Here's what the people had to say about the main challenges they face in their direct mail strategy.

## The main challenges around gifting and direct mail



We kind of expected to see that knowing whom, what, and when to gift would top the list of challenges. Truth be told, the answers to those questions are crucial to the success of your direct mail and gifting efforts and are tricky to get. Your gifting strategy is an ever-evolving thing and there are many different ways you can approach it. Many of our customers start out with gifting to new prospects as a door-opener and quickly transition into building highly-personalized gifting touch points across their entire customer and employee journey.

Whatever your approach to gifting, the [Reachdesk resources](#) section is here to support you through building your gifting strategy. Whether that's through:

- ▶ [A full ABX gifting strategy](#)
- ▶ [Plays for employee gifting](#)
- ▶ [Plays for event marketing](#)
- ▶ [Plays for sales](#)
- ▶ [Gifting ideas](#)

Before tools like Reachdesk, the results you get with old school direct mail were notoriously difficult to track, and measuring the impact direct mail has on the business bottom line is still a key challenge for 29% of respondents. This doesn't need to be the case anymore. Reachdesk customers have access to [Reachdesk Insights](#) which allows them to benchmark their performance against other Reachdesk users, see how gifting influences opportunities, and measure ROI.

Going global is a key challenge for 18% of you and sourcing, packing and postage for the remaining 18%. Those two pains are of course related. If you have to manually source, package, and post your gifts, you're not likely to scale your gifting globally. Many of our customers come to us simply because they need a gifting platform to automate all the manual work that goes into direct mail so that they can replicate the great results they've seen globally.

# Reachdesk brand guarantees

We don't want to make this report about Reachdesk, but it would be silly not to say that we're so confident in our data that we can guarantee your success with direct mail and gifting. Here are the brand promises we make to you as a partner.



## 5X ROI guarantee

We guarantee 5x ROI on pipeline generated in the first year with Reachdesk or your money back.



## Marketplace price guarantee

If a customer can purchase the same gift from the same supplier at a lower price, we'll refund the difference in credit.



## Refund guarantee

We return unused customer funded credit when your contract ends. We guarantee to refund all unclaimed credit from eGift cards or physical gift sends within a defined time period.



## Find out more

[www.reachdesk.com/brand-guarantees](http://www.reachdesk.com/brand-guarantees)

# Wrapping up

Just like gifting to our loved ones, corporate gifting is not an exact science. There are always going to be hits and misses. But if we regularly have a careful look at the data, we will learn over time to pick up trends and anticipate results. This report is the first one of a series of reports designed to be your aid in learning from your gifting data and making better decisions about your gifting strategy and budget.

The report will evolve over time and we will always listen to your questions and do our best to answer them. Please drop us a line with any feedback and questions and keep an eye on the [Reachdesk IQ blog](#) for more learnings from the Reachdesk Lab.

## We'd love to hear from you

For help and support, and if you have any questions, get in touch with us at [hello@reachdesk.com](mailto:hello@reachdesk.com).

Request a demo to find out how Reachdesk can help you deliver moments that matter at scale.

 Reachdesk

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