



The cybersecurity marketer's guide to gifts that close deals

How to engage buyers, accelerate pipeline, and win mindshare with strategic gifting

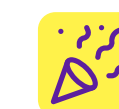
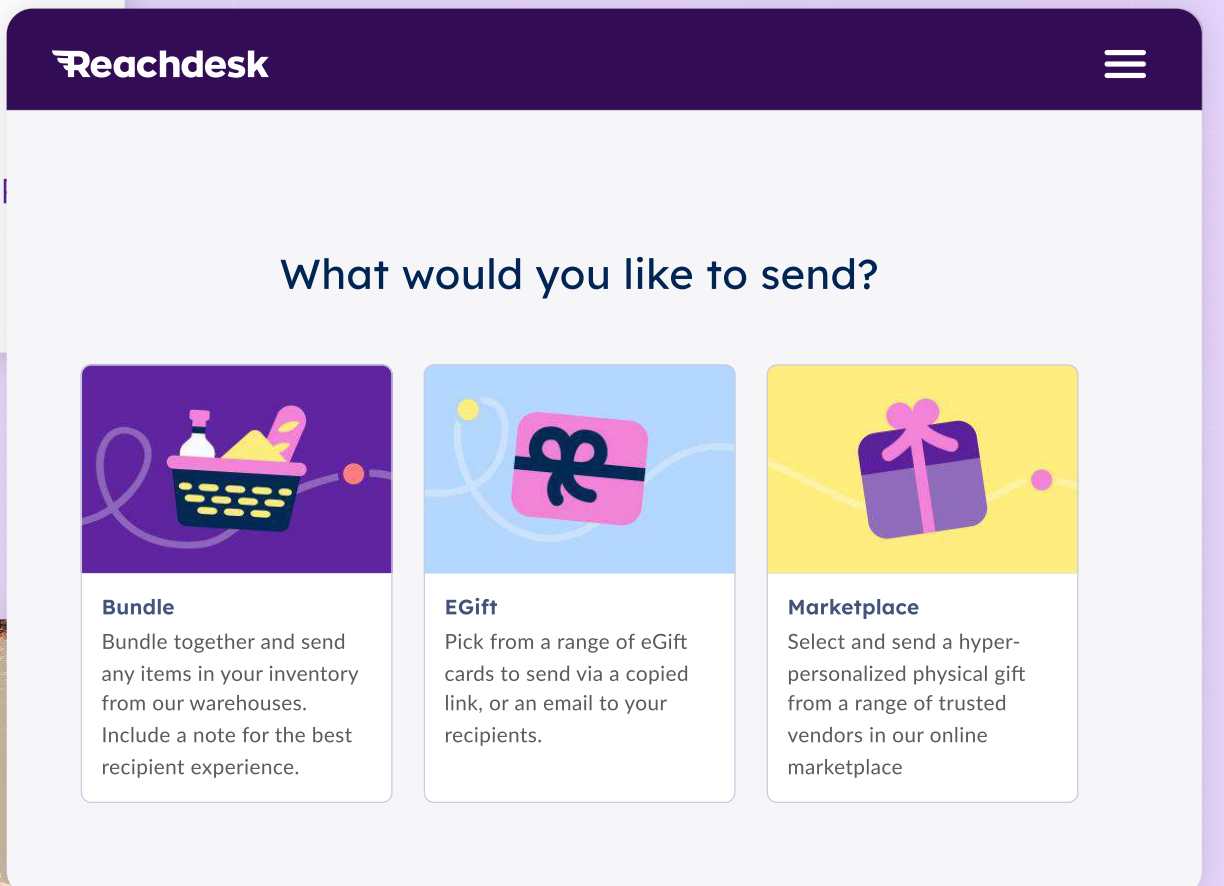
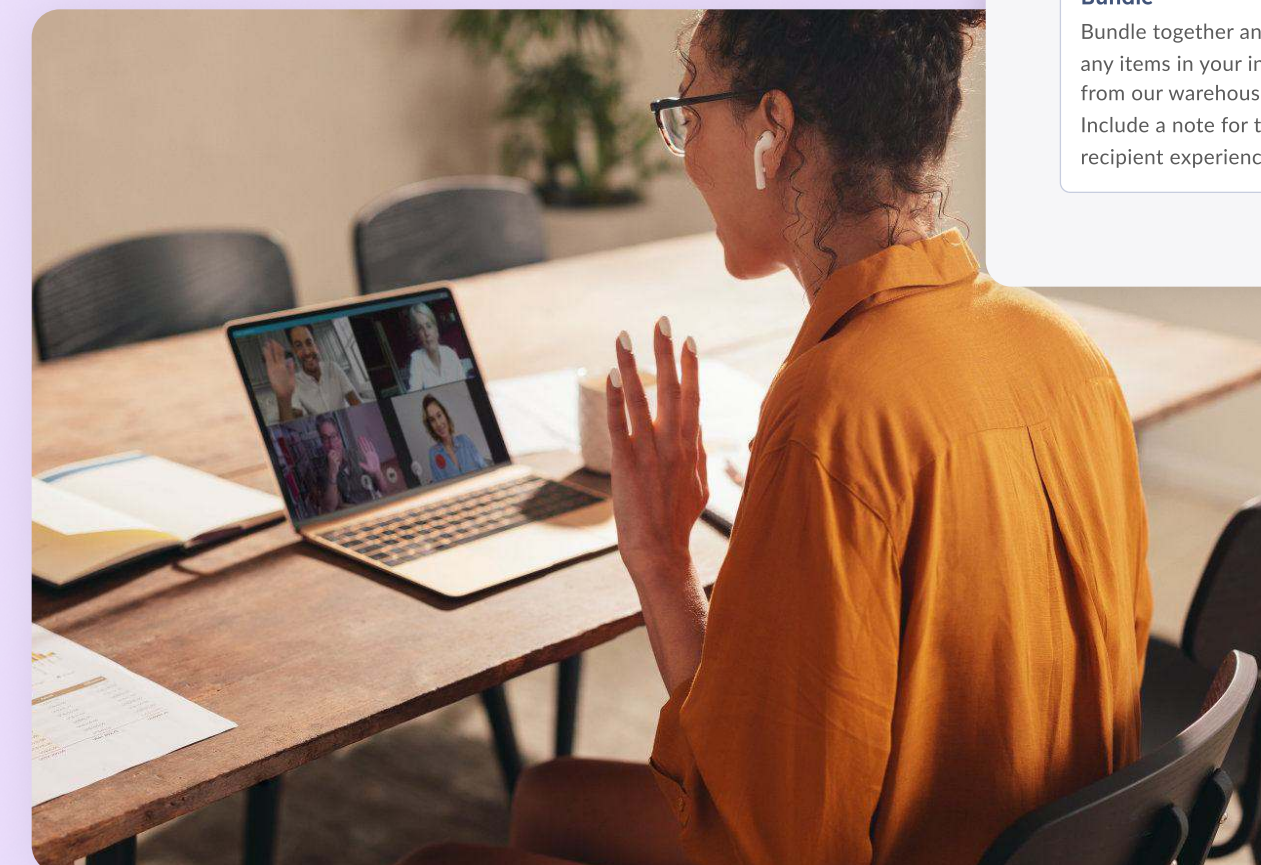
reachdesk.com



5x post-event meetings booked



Sent	Redeemed	Redeem I
15	13	87%



58% CTR rates

You're not being ignored, you're being overlooked (and here's why)

Cybersecurity buyers are drowning. Between phishing attempts, compliance mandates, and an endless stream of vendor emails, your message disappears into the noise.

Marketing doesn't get any easier either. You're competing in a hyper-competitive market, navigating long sales cycles, and trying to reach large, dispersed buying groups. Your traditional marketing emails? They're sitting at [39% open rates](#). Your click-through rates are hovering around 3%. Meanwhile, your cost per qualified lead is ballooning to \$180–\$350, and you're converting less than 10% of those into meetings.

But here's what's changing the game for the smartest cybersecurity GTM teams: when you pair your message with something tangible, something that shows you understand their world, everything shifts. We call this: strategic corporate gifting.

We analyzed over [1.5 million gifting campaigns](#), and the results from cybersecurity and other GTM teams show a clear truth: strategic gifting can transform how you spend your marketing budget. In this playbook, we'll show you how, and give you the insights to start your own gifting program immediately.



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



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Chapter 1

In cybersecurity, physical touchpoints are the best kept secret for unlocking buyer engagement

Your marketing emails are failing. But when those same emails arrive with a gift? [The results are undeniable:](#)

 **Open rates jump from 39% to 85.34%.**

That’s a 119% lift. Suddenly, your message isn’t being deleted alongside the other 200 emails in their inbox. It’s being opened because something physical arrived that represents real value.

 **Click-through rates explode from 3.25% to 58.31%.**

Nearly 20x more clicks. In cybersecurity, this matters because it means your decision-makers aren’t just curious. They’re engaged enough to take the next step.

 **Conversion rates rise from 3% to 56.34%.**

That’s a 1,778% increase. In pipeline terms, this translates to booked demos, reignited stalled deals, and new opportunities flowing to your sales team.

This isn’t theoretical. These are results from campaigns in 2023–2024 across industries, including cybersecurity companies that understood that their buyers needed a different approach.

The economics of gifting are impossible to ignore

Here’s where gifting stops being about brand warmth and becomes about pure ROI.

Traditional marketing costs you \$180–\$350 per qualified lead, with only a 5–10% meeting rate. That means you’re spending money on volume, hoping some percentage converts to actual meetings.

Strategic gifting costs [\\$32–\\$55 per engagement](#), with a 51–91% redemption rate. **One \$50 gift can unlock a six-figure deal. That’s not spending. That’s investing.**

When your CFO asks why you should allocate budget to gifting, show them this: a single thoughtfully placed gift costs less than traditional digital advertising, generates 10x more engagement, and actually creates a reason for a buyer to respond.



\$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](#)

Chapter 3

From insight to impact: 10 gifting plays that drive cybersecurity buyer engagement at every step

Now that you’ve seen how gifting transforms cybersecurity marketing and amplifies your other channels, it’s time to put it into action. Here are 10 proven plays you can start running today to connect with buyers at every stage of their journey.

Play 1: Build brand awareness

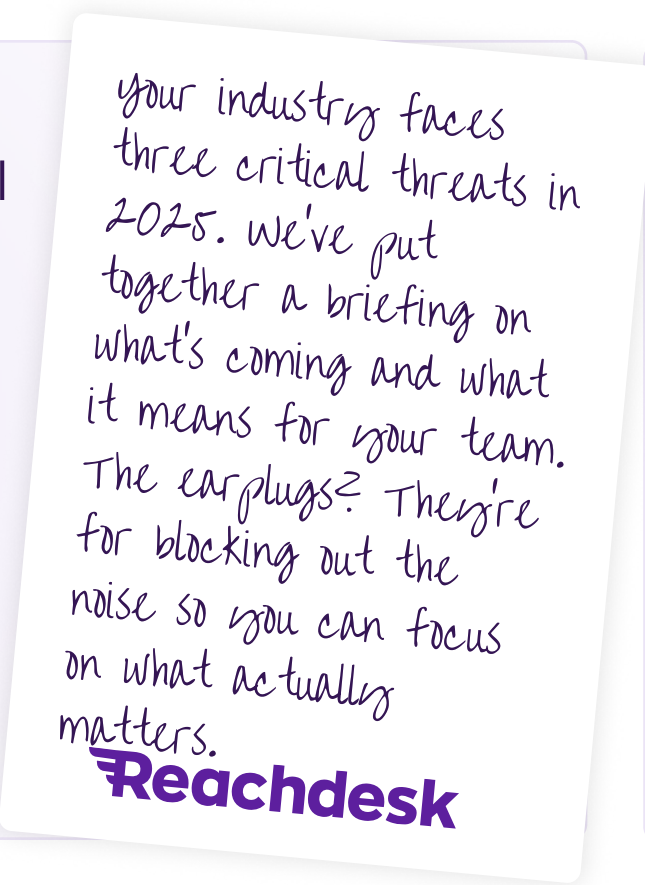
1. When to use: You’re launching a new outreach campaign to a list of companies in your ICP that haven’t engaged with you before.

2. How it works: Instead of another generic cold email, send a physical piece that makes them stop and pay attention. The gift should signal that you’ve done research and understand their world, not just their company name.

3. Gift ideas: A curated security threats briefing specific to their industry (printed and bound beautifully) paired with high-quality noise-canceling earplugs (Loop Earplugs or similar) with a note that says “For focusing on what matters.” Or a handcrafted box containing a cybersecurity-themed board game designed to teach incident response concepts, positioned as a team-building exercise.



4. Messaging idea: “Your industry faces three critical threats in 2025. We’ve put together a briefing on what’s coming and what it means for your team. The earplugs? They’re for blocking out the noise so you can focus on what actually matters.”



5. Why it works: This approach cuts through cold outreach fatigue by combining genuine research with a memorable physical object. The gift isn’t about your product. It’s about respecting their time and acknowledging their challenges.

See brand awareness gifting in action: How 1Password celebrated Cyber Security Month

For October Cyber Security Month, 1Password wanted to thank IT and security professionals for championing their product while raising brand awareness.

They created premium office-friendly bundles featuring screen cleaners, phone stands, pens, journals, and beanies. All branded and thoughtfully designed to be shared with colleagues and end users.

Over 4,000 units were distributed globally across the US, EU, AUS, and UK, **leaving a lasting impression and reinforcing 1Password’s brand presence.**



Play 2: Win mindshare before the pitch

1. When to use: You've identified a company in active growth mode via LinkedIn, 6sense, ZoomInfo, or other solution (recent funding, new executive hire, expanding security team) but they haven't started vendor evaluation yet.

3. Gift ideas: A beautiful, practical desk organizer designed specifically for security teams, with sections for incident logs, compliance checklists, and notes on emerging threats.



5. Why it works: You're not asking for anything. You're giving them something useful that their team will use every day or every week. This builds familiarity and goodwill before the sales conversation even starts.

2. How it works: Send a gift that positions you as a thought partner, not a salesperson. Your goal is to create a positive first impression and get on their radar before they start comparing solutions.

4. Messaging idea:
"We noticed your team is growing and taking on bigger security challenges. This resource has been invaluable for our customers who are scaling. Thought you'd find it useful while we stay in touch."

We noticed your team is growing and taking on bigger security challenges. This resource has been invaluable for our customers who are scaling. Thought you'd find it useful while we stay in touch.

Reachdesk

💡 See mindshare gifting in action: How **INTSIGHTS** engaged IT security prospects

Intsights wanted to stand out with one-to-one direct mailers to IT security prospects in the UK.

Reachdesk helped create fully bespoke gift boxes, each containing an Intsights-branded coffee tumbler, premium chocolate, and an informative one-pager about their capabilities.

The personalized approach **drove engagement and showcased Intsights' brand in a memorable, impactful way.**



Play 3: Book the first meeting

1. When to use: A prospect has shown interest through content download, webinar attendance, or inbound inquiry, but they haven't yet committed to a demo.

2. How it works: Use behavioral data to identify the moment they're most engaged, then send a gift that makes the meeting feel like the natural next step. The gift should acknowledge their interest and make "yes" easier than "no."

3. Gift ideas: A batch of artisan cookies referencing the content they engaged with, a small plant pot to symbolize "growing together," or a mini Security Briefing Kit with a notebook, pen, and industry insight.



4. Messaging idea:

"Thanks for downloading the [resource name]. I think you'll find value in a deeper conversation about [specific challenge they mentioned]. I've saved some time this week and would love to walk through how we've helped similar teams."

Thanks for downloading the [resource name]. I think you'll find value in a deeper conversation about [specific challenge they mentioned]. I've saved some time this week and would love to walk through how we've helped similar teams.

Reachdesk

5. Why it works: The gift makes the email feel less like a sales push and more like a genuine follow-up. By including specific details (their name, what they downloaded, your time availability), you're making it frictionless for them to say yes.

Play 4: Competitor takeover

1. When to use: A Tier 1 account is showing high intent for a competitor's solution. You know they're evaluating alternatives.

3. Gift ideas: A branded hot sauce with a note about "spicing up your options," a luxury self-care set labeled "The clarity to make the right choice," or a custom caricature of the prospect navigating the vendor maze.



5. Why it works: This high-touch, slightly unexpected approach cuts through the intensity of competitive evaluations. The personal touch (handwritten note, custom artwork, premium quality) signals that you see them as a partner, not just a deal.

2. How it works: Use intent data to identify the key decision-makers and the specific pain point driving their evaluation. Instead of sending a generic pitch, send a high-touch gift paired with a personalized reference to what you know about their situation.

4. Messaging idea:

"I know you're evaluating solutions right now. Rather than add to the noise, I thought I'd send something to enjoy while you think it through. When you're ready to talk about what actually matters for your team, I'm here."

I know you're evaluating solutions right now. Rather than add to the noise, I thought I'd send something to enjoy while you think it through. When you're ready to talk about what actually matters for your team, I'm here.

Reachdesk

See sales gifting in action: How ServiceTitan got in front of long-standing prospects

ServiceTitan wanted to engage their Enterprise prospect list with a unique gift while testing Reachdesk against their previous vendor.

They sent bespoke Cornhole Game Sets, which helped them finally secure meetings with prospects they'd been trying to reach for years. The campaign was such a success, ServiceTitan called the switch to Reachdesk **"one of the best decisions."**



💡 See competitors takedown gifting in action: How ServiceTitan® turned prospects into opportunities

ServiceTitan wanted to engage commercial prospects with a clever mailer that positioned them as a one-stop shop and playfully stood out against a competitor's alcohol-themed trade show gift.

They launched a show-stopper bundle: a custom pill bottle filled with mints to mimic headache medicine, paired with a neck and shoulder pad, all packaged in a branded box with a personalized note.

The results were impressive. With 500 bundles sent across the US, the campaign achieved a **99.8% redemption rate and generated at least three new opportunities.**



3. Gift ideas: A curated box of local artisanal treats such as Paris-themed Eiffel Tower biscuits or city-inspired goodies tied to the event theme, a custom challenge coin or puzzle as exclusive memorabilia, or a luxury notebook and pen set from a boutique vendor with a handwritten invite.



4. Messaging idea: "We're bringing together 12 CISO-level leaders for a private roundtable on [topic]. I'd love for your team to join. Event kit attached, link inside."

We're bringing together 12 CISO-level leaders for a private roundtable on [topic]. I'd love for your team to join. Event kit attached, link inside.

Reachdesk

5. Why it works: Physical invites with attached gifts feel special and exclusive. They signal that this isn't a mass webinar. It's a curated experience, and they're specifically wanted there.

Play 5: Boost event attendance

1. When to use: You're hosting a user conference, executive roundtable, webinar series, or private event and want to drive attendance from high-value prospects.

2. How it works: Send a gift that makes the event feel exclusive and valuable before they even attend. The gift creates curiosity and makes them more likely to block the time.

💡 See event gifting in action: How Cint made a lasting impression at events

Cint wanted to stand out with unique, customized swag that went beyond standard giveaways, creating premium items that sparked meaningful conversations at their booth.

They delivered tailored, event-specific items for maximum impact: Roman-inspired coasters highlighting Athens landmarks, and custom biscuits showcasing the Eiffel Tower for the Paris event.

These thoughtful, branded touches **boosted engagement and left a memorable impression with attendees across EU and US events.**



Play 6: Accelerate a stalled deal

1. When to use: A deal has been in negotiation or evaluation for 60+ days with no movement, according to your CRM. You need to break the inertia and create momentum.

3. Gift ideas: A premium branded tech gadget tied to their role such as a high-end webcam, a quality Bluetooth speaker, or premium noise-canceling earbuds, or an Uber Eats voucher giving them time back for dinner paired with a case study from a customer who faced similar challenges.



5. Why it works: When deals stall, it's often because someone has a hidden objection or concern. A targeted gift plus a direct acknowledgment of that concern removes friction and signals urgency without being pushy.

2. How it works: Identify who's blocking the deal (usually the economic buyer or a skeptic in the buying committee) and send a targeted gift that addresses their specific concern. The gift should feel like a peace offering plus a reason to move forward.

4. Messaging idea:
"I know this evaluation has taken time, and I respect the rigor of your process. I wanted to share how we've specifically solved [their key concern] for [similar company], and I'd love to move this forward together this week."

I know this evaluation has taken time, and I respect the rigor of your process. I wanted to share how we've specifically solved [their key concern] for [similar company], and I'd love to move this forward together this week.

Reachdesk

💡 See gifting in action: How **N.Rich** closed a stalled deal in under 2 minutes

On the last day of Q3, one deal remained, and the CEO was swamped. Traditional follow-ups weren't working.

Sara Storm, VP of New Business at N.Rich, got creative. She sent an Uber Eats voucher via Reachdesk with a cheeky note: "Every great signature deserves great takeout... just don't forget the most important one: MINE. 🤔"

1 minute and 52 seconds later, the contract was signed, the quarter wrapped, and the champion delighted.

Sometimes, it's not more follow-ups that close deals, it's perfect timing, creativity, and standing out.

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. 🤔



Play 7: Build a strong relationship during onboarding

1. When to use: A deal closes and the customer is moving into implementation. You want to set the tone for a strong, collaborative relationship from day one.

2. How it works: Before the kick-off call, send a gift that celebrates the decision and makes the customer feel valued. The gift should be premium enough to feel special, but not so much that it feels over the top.

Play 8: Drive advocacy and referrals

1. When to use: A customer has been with you for 6+ months, achieved clear success with your solution, and is approaching renewal or expansion. It's the perfect moment to strengthen the relationship and inspire them to share their story or refer others.

3. Gift ideas: A personalized desk trophy celebrating their results, a custom bottle of their favorite drink with a note of appreciation, or luxury team apparel marking them as "Security Champions."



5. Why it works: Advocacy grows from recognition. By celebrating your customer's wins and showing genuine appreciation, you turn satisfaction into storytelling and referrals.

2. How it works: Send a thoughtful gift that celebrates a milestone or success your solution helped them achieve. Position it as a genuine thank-you and a recognition of their achievements, not a request.

4. Messaging idea: "Your team just hit [milestone], and that's something worth celebrating. Thank you for trusting us to be part of your success. If you know another team facing similar challenges, we'd love an introduction (and we'll make sure they're treated just as well.)"

Your team just hit [milestone], and that's something worth celebrating. Thank you for trusting us to be part of your success. If you know another team facing similar challenges, we'd love an introduction (and we'll make sure they're treated just as well.)

Reachdesk

3. Gift ideas: A curated "Welcome Kit" box including premium snacks, a high-quality branded water bottle or yeti tumbler, paired with a beautifully printed onboarding guide specific to their company and use case, and a handwritten welcome note from the executive sponsor or account leader.



4. Messaging idea: "Welcome to the team. We're thrilled to partner with you and excited about what we'll accomplish together. Our implementation team is ready to get started, and you'll be hearing from [Name] on [date] to kick things off."

Welcome to the team. We're thrilled to partner with you and excited about what we'll accomplish together. Our implementation team is ready to get started, and you'll be hearing from [Name] on [date] to kick things off.

Reachdesk

5. Why it works: Most vendors ignore customers post-sale. By sending a welcome gift immediately, you're signaling that this is the beginning of a partnership, not the end of a transaction. This sets expectations for ongoing value and attention.

See customer gifting in action: How worksome spread gratitude globally

Worksome wanted a simple, thoughtful bundle their team could send as a "thank you" gift to any customer. Reachdesk helped create tasteful bundles including a branded mug, sweet treats, stickers, and a notecard, tailored for local tastes with Cartwright & Butler biscuits for Europe and Tate's cookies for the US. The campaign launched smoothly across the US, UK, and EU, **earning praise for hitting the mark.**



💡 See advocacy gifting in action: How Balto strengthened relationships with ambassadors

Balto wanted to thank current customers and partners and inspire others to join their ambassador program.

They sent thoughtfully curated bundles to partners and ambassadors, **deepening relationships and generating buzz around the program.**



4. Messaging idea: "It's been a few months since we last connected. I wanted to reach out personally and see how things are going with your team. We've made some significant product improvements and launched features I think you'll love. Can we catch up?"

It's been a few months since we last connected. I wanted to reach out personally and see how things are going with your team. We've made some significant product improvements and launched features I think you'll love. Can we catch up?

Reachdesk

5. Why it works: Churn doesn't happen overnight. It happens when customers feel forgotten. A thoughtful gift plus genuine outreach can rekindle the relationship and often uncover what went wrong so you can fix it.

Play 9: Reignite inactive customers and increase product adoption

1. When to use: A customer hasn't engaged in 90+ days, their renewal date is approaching, or you suspect they might churn. You need to re-establish the relationship.

2. How it works: Send a gift paired with a heartfelt message that acknowledges the relationship and expresses genuine interest in their current challenges. Don't hard-sell. Focus on reconnecting.

3. Gift ideas: A Lumie lamp to brighten their workspace during winter, a curated set of tea or coffee tasting samples, or a premium hand massage gun to release the tension with a note celebrating their past successes.



💡 See re-engagement gifting in action: How mindtickle engaged C-level customers

Mindtickle wanted to create a memorable experience for C-level executives during a two-hour, product-focused conversation.

They sent thoughtfully curated bundles including earbuds, a wooden coaster, a collapsible water bottle, tech wipes, and a mango snack, all beautifully presented in a branded box.

The campaign drove engagement with a **65.6% redemption rate, generating 29 opportunities, two of which converted into wins across the US, Canada, AUS, UK, and EU.**

 **65.6%** redemption rate



 **29** opportunities

Play 10: Create loyalty and lifetime value

1. When to use: You want to build a systematic gifting program for your best customers, recognizing wins, celebrating milestones, and making them feel genuinely valued year-round.

3. Gift ideas: A luxury hamper with artisanal snacks, a custom bobble head of the customer, or VIP experiences like dinners, early product access, or calls with leadership.



5. Why it works: Consistent, thoughtful gifting throughout the customer lifecycle builds deep loyalty and makes it nearly impossible for competitors to displace you. Customers who feel valued stick around and expand with you.

2. How it works: Create a calendar of moments throughout the year when you send gifts to your best customers. This isn't about frequency. It's about strategic moments that matter: company anniversaries with you, renewal anniversaries, Q4 holidays, or industry-specific moments (like major compliance deadlines).

4. Messaging idea:
"It's been one year since we started working together, and we're grateful every day for the partnership. Your team has achieved [specific wins], and we couldn't be prouder to be part of that. Looking forward to many more years together."

It's been one year since we started working together, and we're grateful every day for the partnership. Your team has achieved [specific wins], and we couldn't be prouder to be part of that. Looking forward to many more years together.

Reachdesk

💡 See cross-sell gifting in action: How SAP Concur Canada boosted cross-sell engagement

SAP Concur Canada wanted a creative way to engage newly signed customers and promote their "Add On" services. They launched two themed bundles: an olive oil and balsamic vinegar set to highlight "the perfect add on," and a coffee kit with a mug and coffee packets to showcase "the perfect pair."

Originally planning 100 bundles, **the response was so positive they doubled the order to 200, sparking engagement and conversations around their additional offerings.**

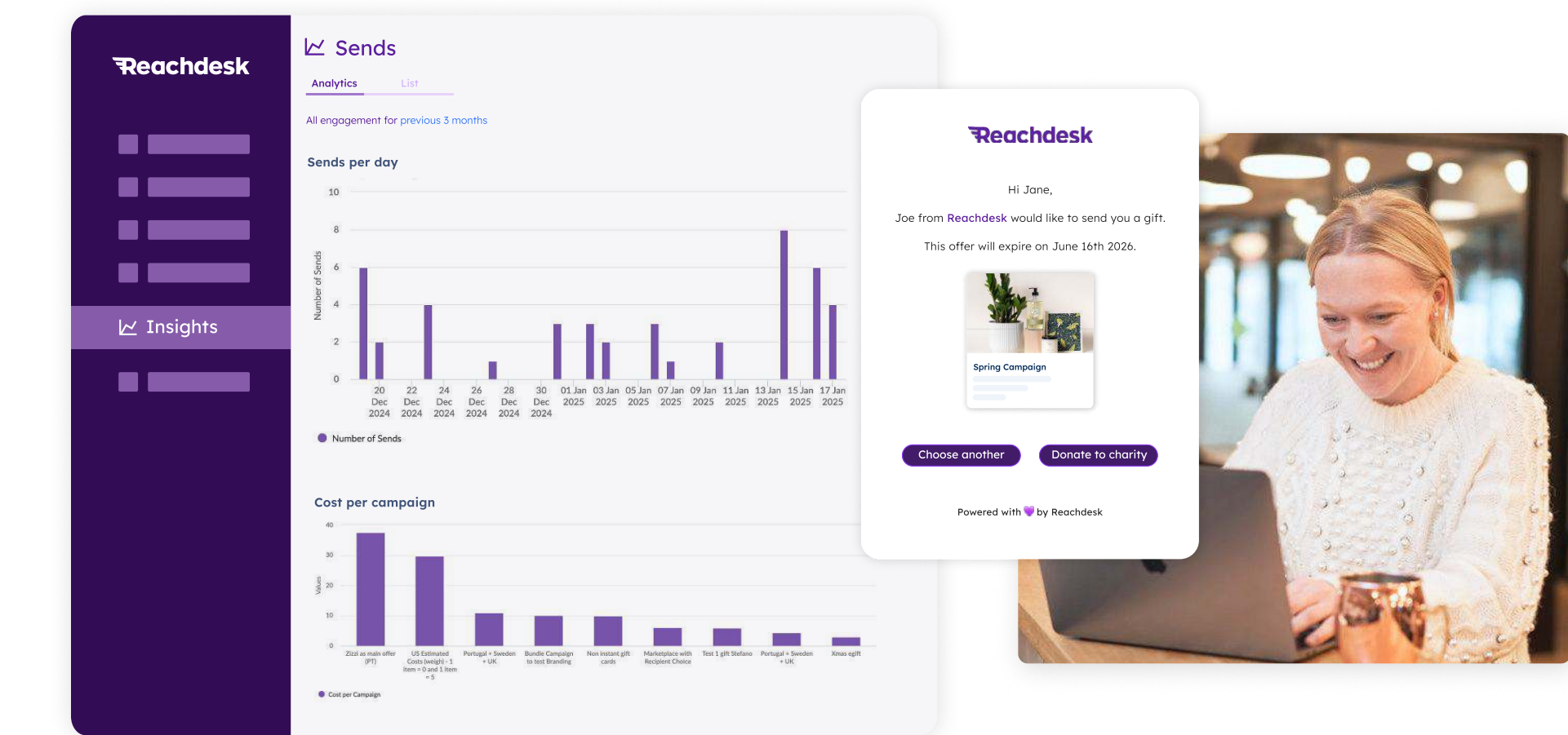


5 easy steps for setting up your first gifting campaign

Step 1: Start by setting a clear target audience


Don’t rush to gift every prospect or customer at once. Start by focusing on your highest-value targets and accounts.


In cybersecurity, this usually means companies in your ideal customer profile that represent the biggest revenue opportunity. Choose 50–100 accounts initially. You’ll learn what works, and you’ll create proof points you can show internally.




Step 2: Define your gift strategy by tier

We recommend starting with three tears:

 **Tier 1 prospects (largest accounts, executive engagement) should receive hyper-personalized gifts.** Hand-pick them. Make them premium and relevant. These aren’t expensive gifts; they’re thoughtful gifts. A \$50–100 curated package beats a \$200 generic gift every time in cybersecurity because relevance matters more than price.

 **Tier 2 prospects (mid-market, high-potential accounts) should receive balanced gifting.** Segment them by industry vertical or role, and send gifts that speak to their specific world. Same gift going to 10–20 similar prospects, but accompanied with customized messaging for each.

 **Tier 3 campaigns (broader prospecting lists, cold outreach) can use more scaled, automated gifting.** A quality gift plus a brief personal note goes to a larger list. Even with minimal personalization, gifting still delivers 37–40% conversion rates, which is 10x better than traditional email.

Step 3: Integrate with your tech stack

Connect your gifting platform, like Reachdesk, with your CRM like Salesforce, HubSpot, or Outreach. This means:

- ✓ When your SDR marks a prospect as “ready for outreach” in Salesforce, a gift can trigger automatically.
- ✓ When an inbound demo is booked, a gift arrives before the meeting with a personalized note about what you’ll discuss.
- ✓ When a deal is in final negotiation, a specific gift is sent to the economic buyer.
- ✓ When a customer renews, a team gift arrives celebrating the renewal.

Integration takes the guesswork out of timing and ensures gifting becomes part of your GTM process, not an afterthought.

Step 4: Choose gifts that actually matter

Your gift should solve a problem, acknowledge a reality, or provide genuine value. In cybersecurity, that means matching the gift to the goal:

- ✔ **Book a demo:** Send a high-quality tech gadget or artisanal coffee, with a personalized industry report, or a brief on emerging threats that shows you understand their world.
- ✔ **Celebrate a milestone:** A custom-designed item, a personalized bottle of their favourite drink, a luxury hamper, or VIP experience that recognizes their achievement.
- ✔ **Re-engage an inactive customer:** A subscription to a security research platform, a curated insight package, or a thought-provoking book relevant to their role.

Think about scale and context:

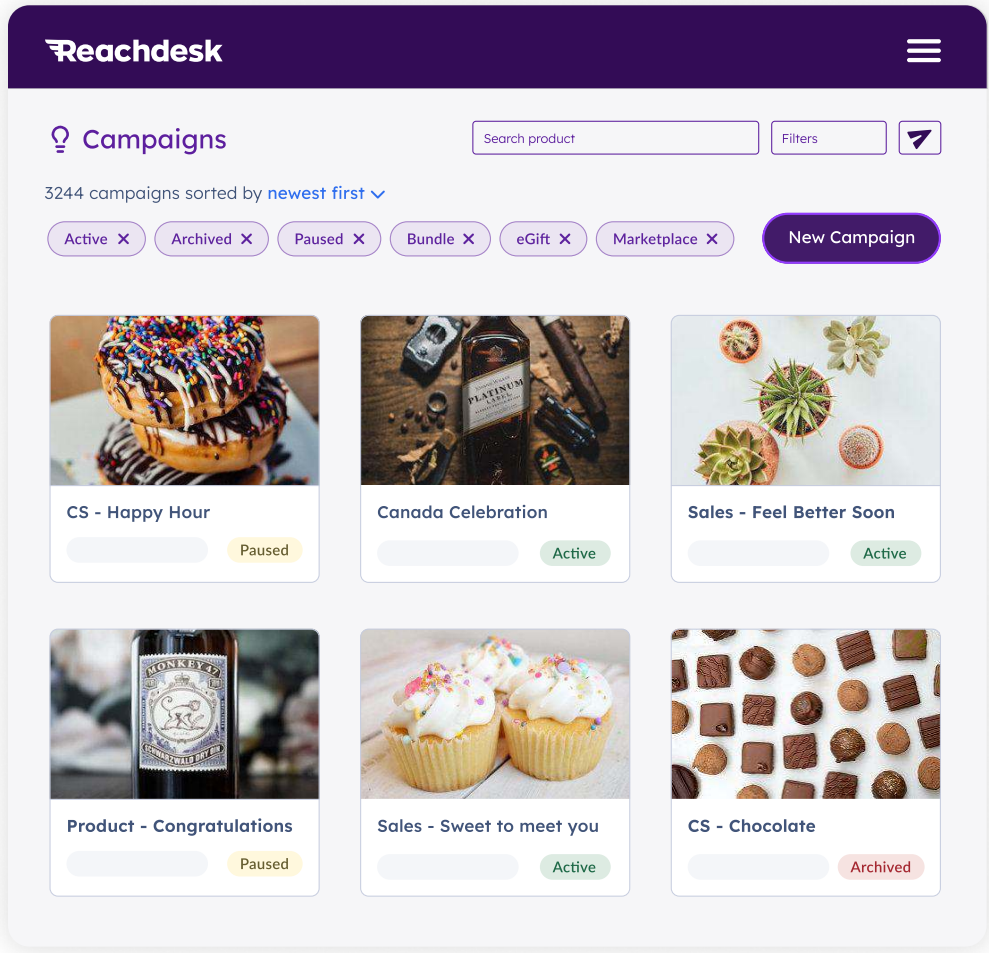
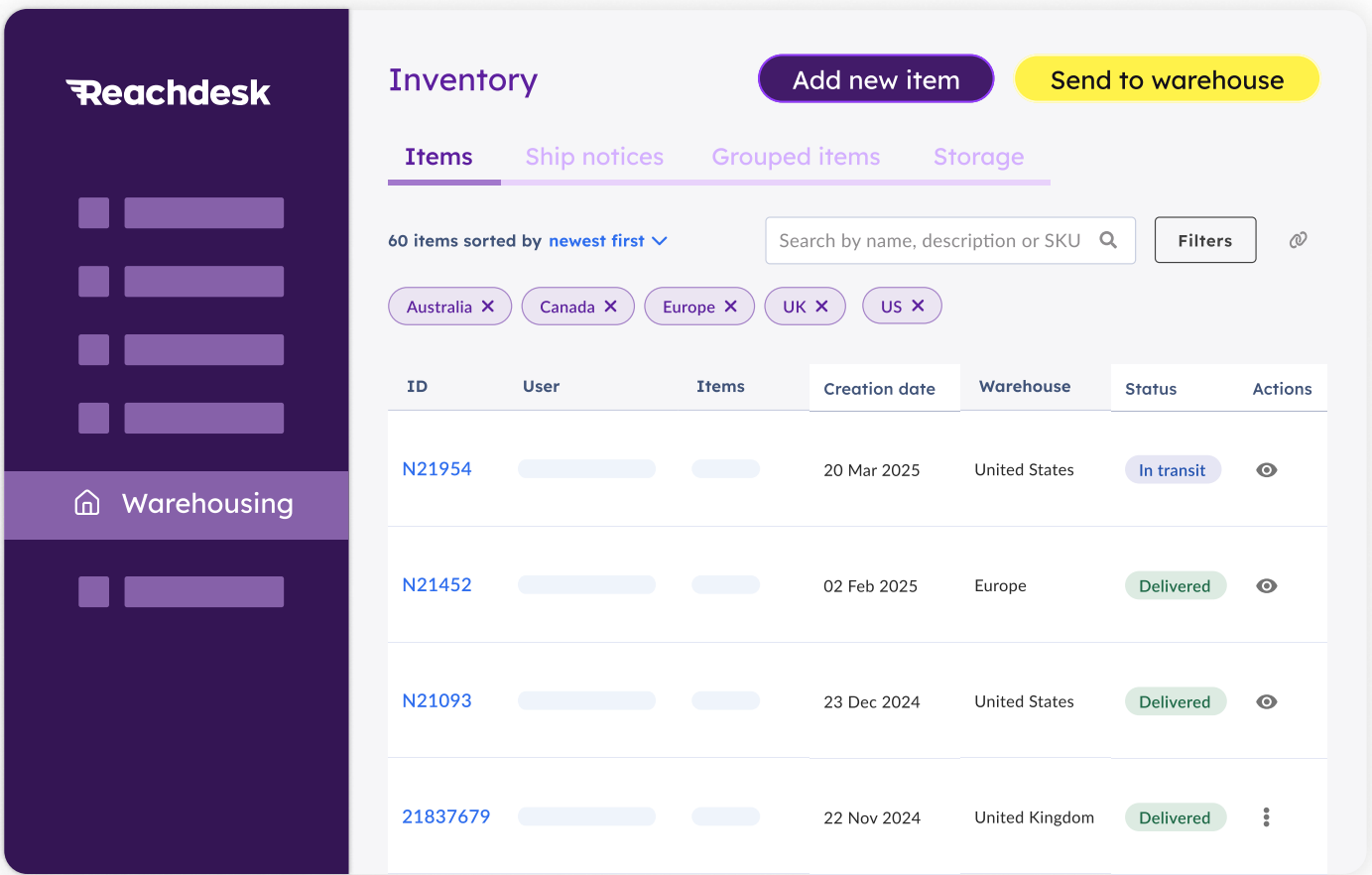
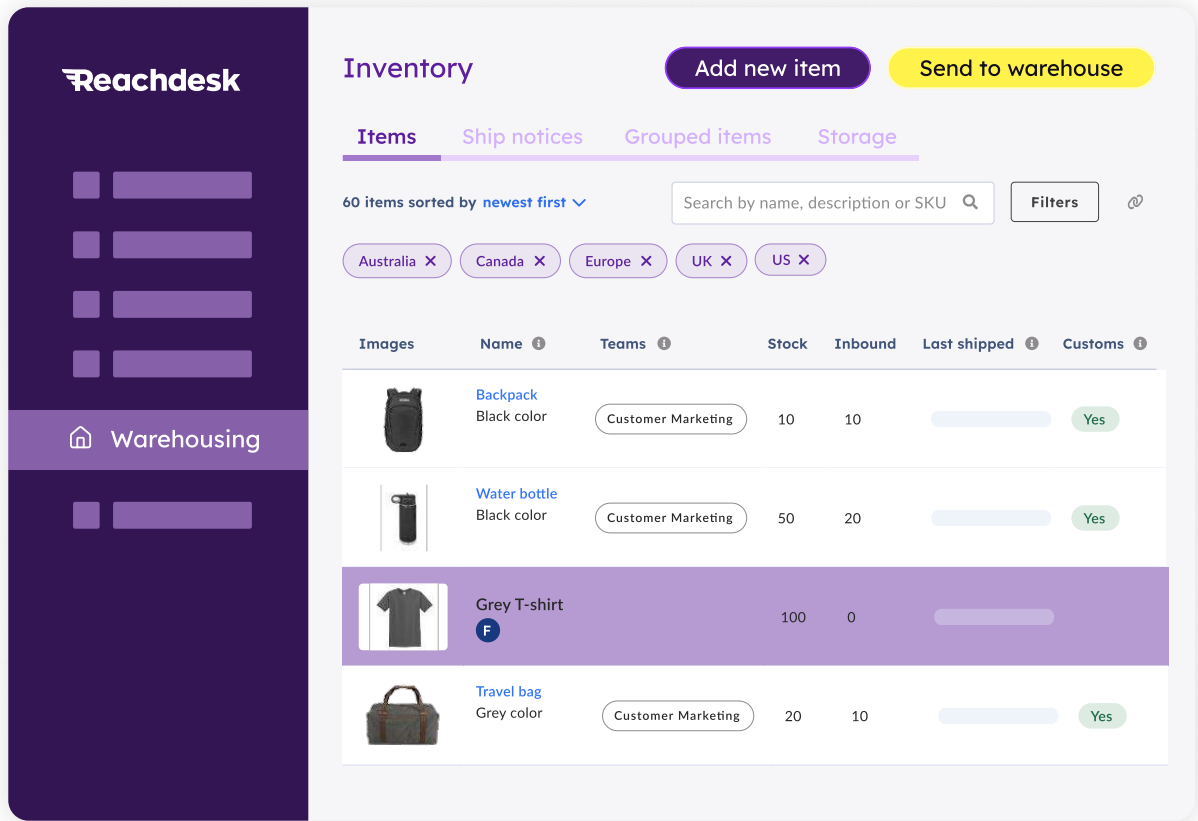
- ✔ **Mass gifting:** Use when targeting larger segments with the same milestone, event, or awareness play. Keeps your program efficient while still creating impact.
- ✔ **1:1 gifting:** Use for high-value accounts or key moments, like renewal conversations, competitive displacements, or major wins. Personalization here creates maximum impact.

Talk to your sales team. Ask what would make a cybersecurity leader stop and think, “These people really get what I do.” Then source that gift.

Step 5: Timing is everything

Cybersecurity buying cycles are long. Enterprise deals can take 9 to 18 months. Your gifting should align with their journey:

- ✔ **First gift:** At the first interaction. Make them notice you.
- ✔ **Second gift:** 30 to 45 days in, after initial conversations. Show that you listened.
- ✔ **Third gift:** When they are actively evaluating, such as a demo scheduled or POC starting. Reinforce your value.
- ✔ **Final gift:** If you sense hesitation or are competing for the final decision. Make it meaningful and show your commitment.
- ✔ **Post-sale:** Every six months for customers, plus during specific moments such as renewals, major milestones, or new hires on their team.



Chapter 5

How to measure the success and ROI of your gifting program

Step 1: Track the basics

Open rates, click-through rates, and meeting bookings are your first layer of data. Every gift you send should come with a trackable element: a link they click, a form they fill, a meeting they book. Know what percentage of your gifting investments convert to engagement.

Step 2: Connect gifting to pipeline and revenue

This is where gifting becomes undeniable. Your CRM should track which opportunities included a gift at what stage. Run a simple comparison:

- ✔ Deals that included gifting in the evaluation stage vs. deals that didn't. What's your conversion rate? Your deal size? Your sales cycle length?
- ✔ Deals that received a gift before a demo vs. deals that didn't. What percentage converted from demo to next stage?
- ✔ Customers who received post-sale gifting vs. those who didn't. What's your renewal rate? Your NRR?

Your most important metric is this: cost per engagement divided by conversion rate. If you're spending \$50 on a gift and 70% of recipients engage with your outreach (vs. 3% for email alone), your cost per engaged prospect is \$71.43. If 40% of those engaged prospects convert to meetings, your cost per meeting is \$178.50, which is competitive with traditional marketing but with a much higher intent signal.

Step 3: Calculate true ROI

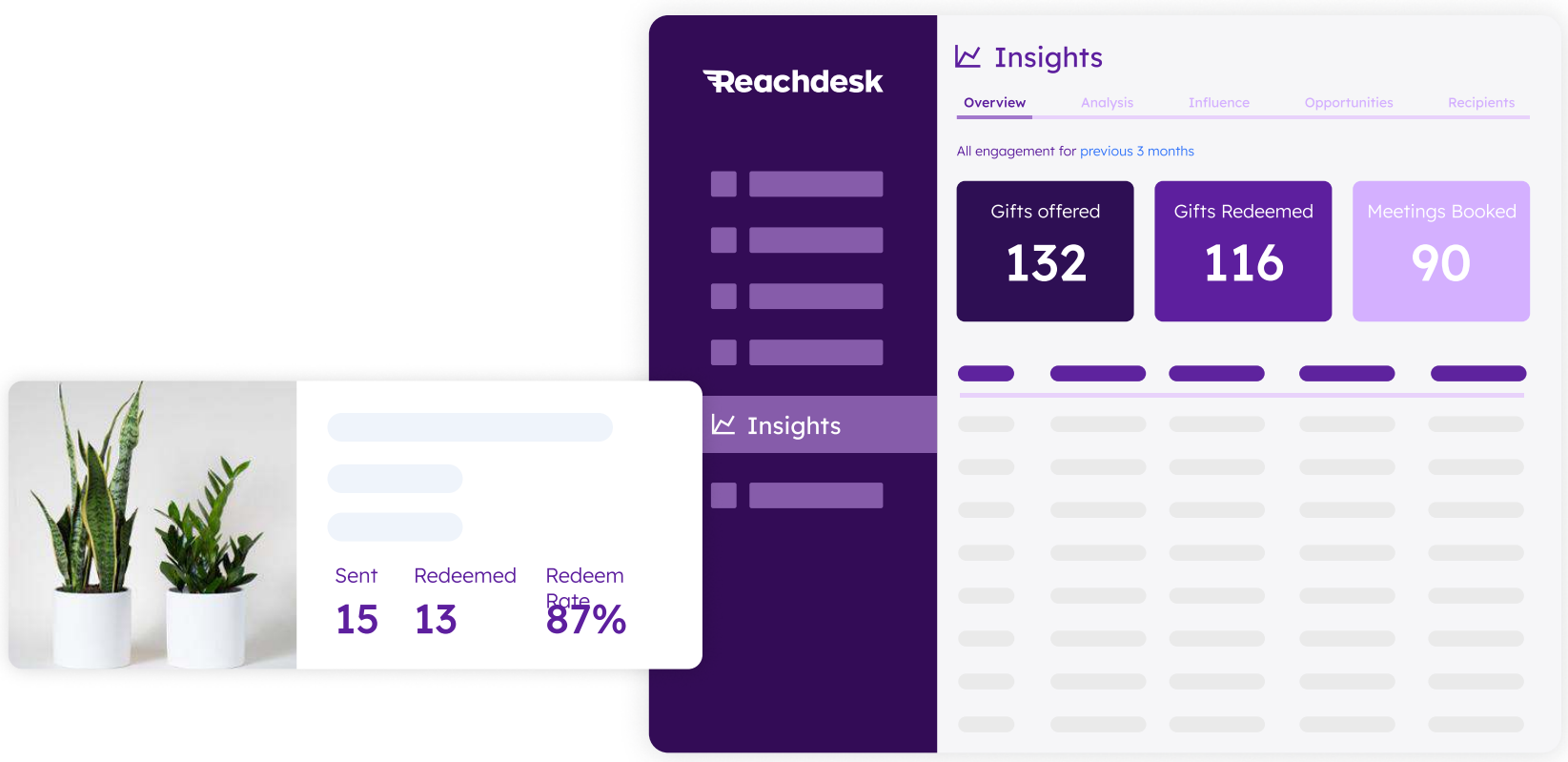
Here's the math that convinces CFOs:

One customer contract worth \$150,000 (three-year ARR of \$50,000 annually). That customer came through a gifting-enabled campaign. The gift cost \$50. The cost of the entire campaign (including SDR time, platform usage) was \$2,000 total for 100 prospects. You closed 1 deal.

Your ROI is (\$150,000 value minus \$2,000 cost) divided by \$2,000 cost. That's a 7,400% return.

Compare this to traditional marketing, which might have cost \$20,000 in digital advertising to generate 10 qualified leads, with 1 closing at \$150,000. That's a 650% return.

Gifting wins on efficiency and quality of engagement.



Step 4: Build your dashboard (or use a gifting platform that already has one)

Track these five metrics weekly:

- ✔ **Gifts sent:** By segment and stage of the buyer journey
- ✔ **Engagement rate:** Opens, clicks, and meeting bookings as a percentage of gifts sent
- ✔ **Conversion rate:** From engagement to the next stage in the pipeline
- ✔ **Pipeline influenced:** Total pipeline value from prospects who received gifts compared to a control group
- ✔ **Cost per outcome:** Cost per meeting booked, cost per qualified opportunity, and cost per closed deal

Your goal should be continuous improvement. Tier 1 campaigns targeting your best prospects should aim to reduce cost per outcome by 30% in the first quarter as you refine messaging and gift selection.

Use a gifting platform that connects to your CRM and provides real-time analytics. [Platforms like Reachdesk](#) make it easy to connect to Salesforce, HubSpot, or Outreach, automate gifting, and track all of these metrics in real time.

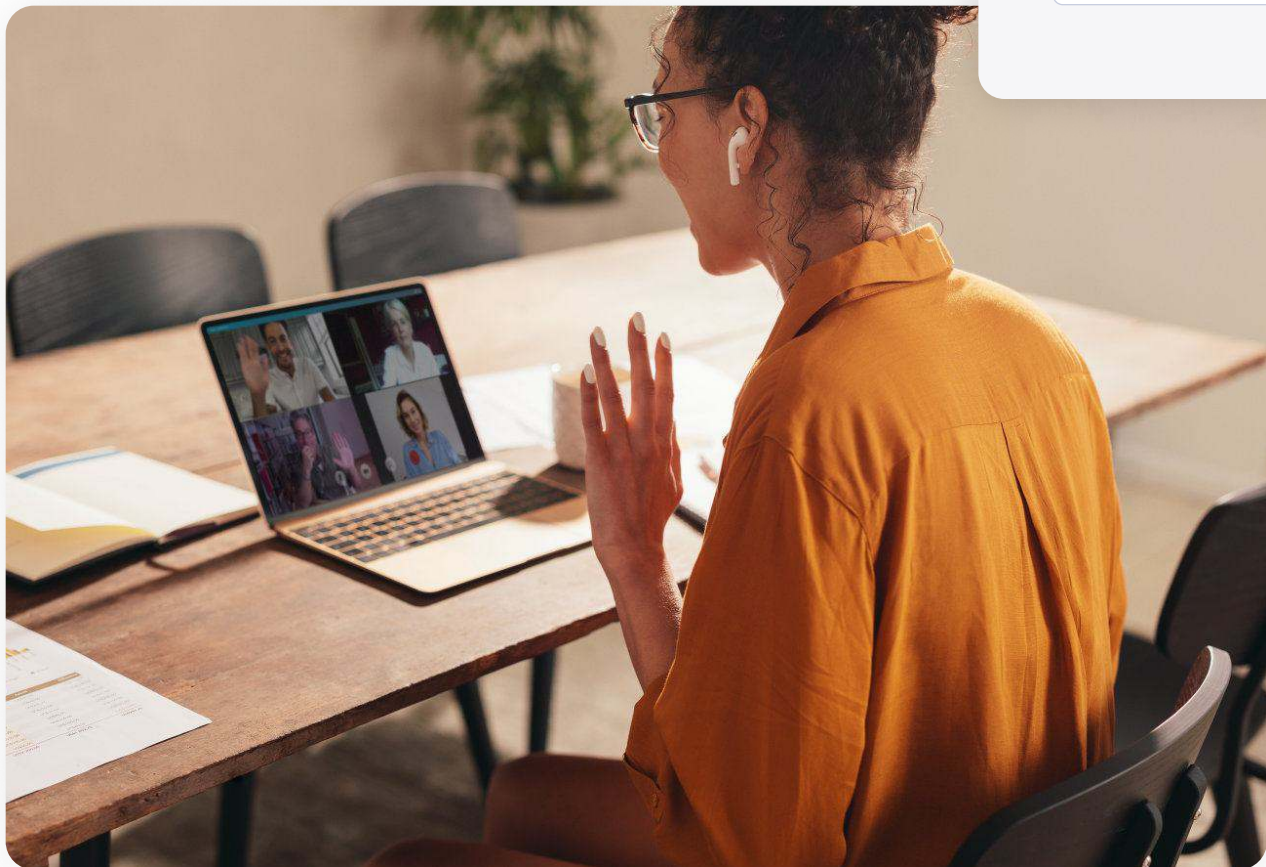
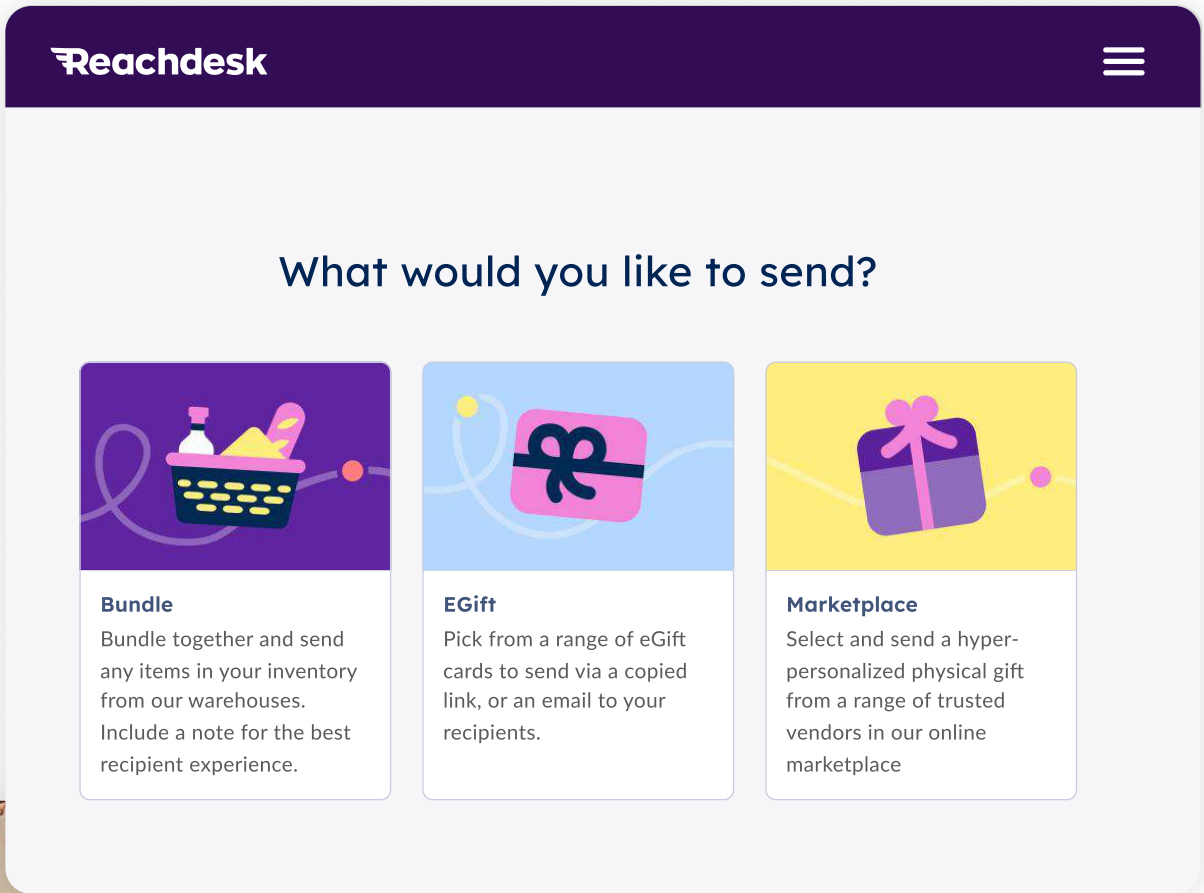
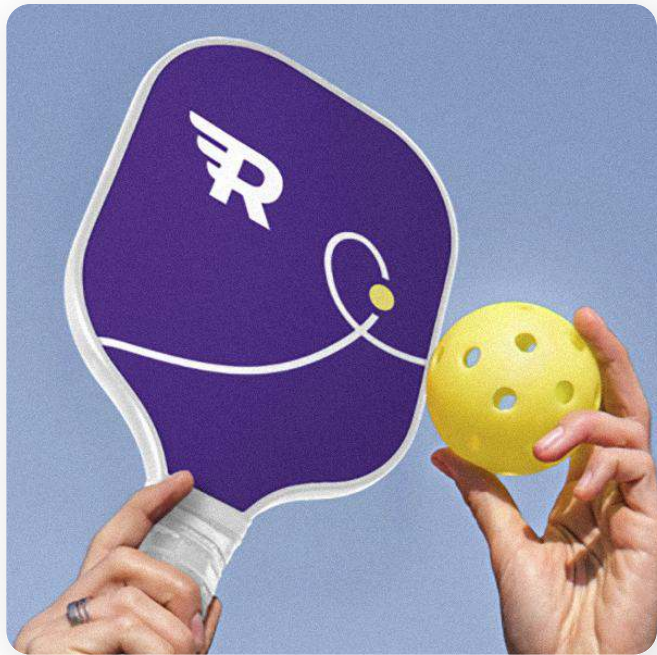


160% increase in response rate every quarter

“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](#)



Chapter 6

Your first 90 days: The gifting implementation plan



Weeks 1–2: Choose which plays resonate most with your business. Start with three plays aligned to your most urgent business goal (booking meetings, competitive displacement, customer retention). Define your Tier 1 prospect list (50–100 accounts) or customer segment.



Weeks 3–4: Work with your sales team to identify gifts that will resonate with your target accounts. Use a gifting platform that helps you select appropriate gifts and connects you with vendors who can personalize and deliver quickly. At the same time, create your gifting messaging templates to pair with each gift.



Week 5: Send your first wave of gifts from Play 1 (or whichever play you chose). Track response, engagement, and feedback obsessively.



Weeks 6–8: Analyze results. Which gifts resonated? Which messaging drove the most engagement? Which prospects advanced in pipeline? What would you do differently? Make adjustments.



Weeks 9–12: Introduce a second play. Refine based on first play learnings. Integrate gifting with your CRM so it becomes automatic. Start reporting on your success so leadership sees the ROI.



“Compliance was a huge factor for us when choosing a gifting platform. In addition to its global reach and extensive selection of gifts, Reachdesk gives us peace of mind from a GDPR perspective.”

Wiebke Macrae, Global Head of Demand Generation & ABM, Thales

[Read the story](#)

Turn every customer moment into measurable impact with gifting

Gifting isn't a nice-to-have for cybersecurity marketing teams. It's a strategic multiplier that cuts through the noise your buyers live in, signals that you've done your homework, and creates genuine moments of connection that traditional marketing can't match.

The data is clear: **gifting costs less, engages more, and converts better than traditional marketing spend. One thoughtfully placed gift can unlock a six-figure customer.**

Your competitors are still relying on email volume and generic digital ads. Your team can be different. You can be the vendor who shows up in a way that matters.

Start small with plays that align to your biggest business need, measure ruthlessly, and scale what works. By the end of the quarter, you'll have the data to show that gifting isn't an expense. It's your competitive advantage.



25% pipeline influence through gifting

“Reachdesk is the Gmail of direct mail platforms.”

Vasileios Kospanos Senior Field Marketing Manager, Lacework

Read the story



Ready to make your marketing spend work harder?

Discover how Reachdesk drives engagement and pipeline through gifting. [Book a demo](#) or get in touch at hello@reachdesk.com.

Book a demo



reachdesk.com