

Case Study

SECRET SANTA SURVIVAL KIT

A GIFTING PROJECT FOR BLINK FULFILLED
BY GIFTSENDA



About Blink's Project

Blink is a company that provides a platform designed to connect and engage frontline workers, enabling organizations to communicate, share information, and streamline processes with their dispersed teams. Their platform aims to enhance collaboration, improve productivity, and create a sense of community among frontline employees across various industries.

Giftsenda collaborated with Blink on an important mission: to pleasantly surprise potential prospects, healthcare organization leaders and top-level executives, with a delightful and humorous holiday gift, aptly named the "Secret Santa Survival Kit".

Blink chose Giftsenda as their partner for this project because of Giftsenda's exceptional track record in handling international gift deliveries. Giftsenda's ability to seamlessly send gifts worldwide showcased their expertise on an international scale. What's more, Giftsenda's commitment to customization for each project made them the perfect fit for Blink's mission to create a unique and personal gifting experience for their recipients worldwide.



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To ensure that Blink's message was both engaging and memorable, a brochure was transformed into a QR code and elegantly printed on the greeting card paper. This creative approach allowed Blink to significantly reduce costs by eliminating the need for printed materials and ensured that recipients always had access to the thoughtfully crafted content, enhancing the overall experience.



A Gifting Tip

When reaching out to cold prospects, consider sending a gift with a touch of humor. It's like delivering a surprise present that not only grabs their attention but also leaves them with a smile, making your message more memorable and engaging. Remember, a smile can open doors you never thought possible.

Details



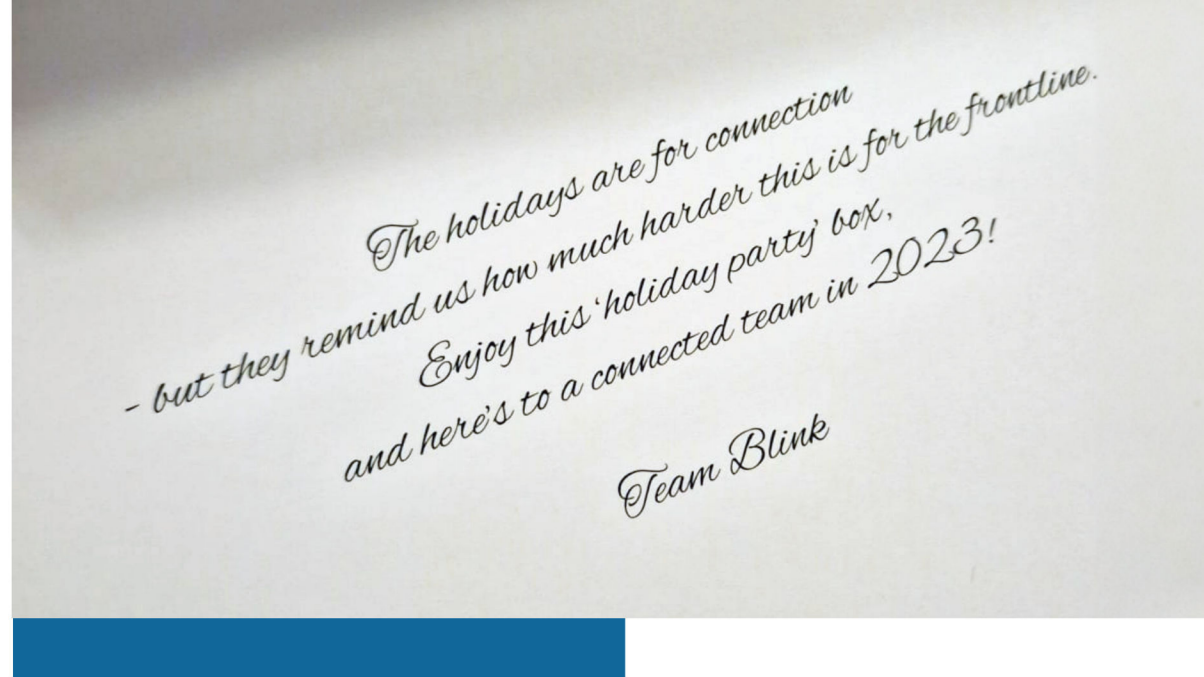
7 Countries Worldwide



Gifts Priced From \$75-\$85



45 Recipients



Gift Contents

- ✓ Chips and dips
- ✓ Printed greeting card
- ✓ Wrapping paper/a gifting bag
- ✓ Gift note tag
- ✓ Ribbon/bow
- ✓ Socks or similar gift
- ✓ Chocolate
- ✓ Personalized note



Wonderful experience. The ease-of-use is unmatched and only surpassed by the level of customer service that is offered. Definitely using the service again!!

Matt

Blink Account Executive in Australia

Why Choose Giftsenda?

Our gifting and direct mail platform provides ultimate access to a wide variety of specially curated gifts in more than 200 countries, coupled with intuitive automation tools and CRM integration. We can help you save time and money when sending single or bulk gifts. Simply select your gifts, choose your delivery method and pay. We do the rest.

- No subscription needed
- No minimum or maximum sends
- No platform user limits
- Custom gift options
- Free access to integrations
- 1000s of gift options
- Accurate gift deliveries
- Delivery in 1-3 business days in some regions
- In-depth tracking of your gifting activities



Create Your Campaign Today

www.giftsenda.com
sales@giftsenda.com