



## CASE STUDY

# Adroll

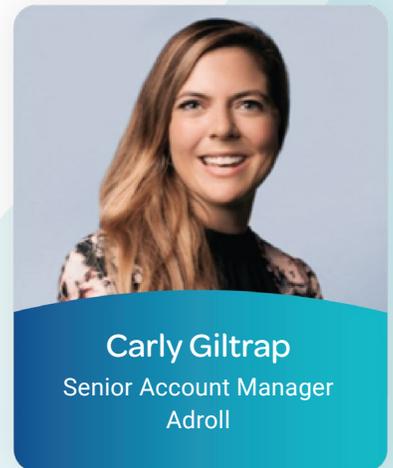
Makes Sending Gestures of Appreciation  
A Part of Weekly Workflow

## Customer Use Case

Adroll is the leading growth marketing platform for direct-to-consumer ecommerce brands. The Account Management team was looking for an easy way to keep their current clients engaged and interested as they learned about new features and services.

## The Problem

Adroll was looking for a unique, budget-conscious solution that could be incorporated into their daily workflow.



## CONTEXT

Carly Giltrap, Senior Account Manager at Adroll prides herself on the importance of building solid relationships with her customers. She is a true believer that her client success is her success. Getting to know her clients on a personal level is an important part of her process.

## SOLUTION

When the Account Management team was first presented with the Thnks platform Carly's head was immediately spinning with all the great applications she could start to use Thnks for. Carly has become one of the most active users on the platform. Some highlights of how Carly uses Thnks include:

- Hosting bi-weekly calls with her top accounts. She sends coffees prior to the call which she has seen that it helps to ensure meetings get good attendance.
- Leveraging Thnks to help her when she is trying to secure a meeting to present a new product.
- Using Thnks for apologies if her clients experience technical issues.
- Post- onboarding a new client, she sends a gesture as a thank you for their time.
- Sending on-theme gifts for any situation. Carly believes she can always find that perfect gift as there is a vast catalog of gifts to select from. She loves that she can send baby gift for a client who just had a baby and dog related gifts for a client that just brought home a new puppy.

## RESULTS



Thnks has helped Carly earn incremental revenue.



The ease and simplicity of using Thnks, has helped her incorporate Thnks as part of her weekly outreach.



Carly credits the personalization aspect of Thnks and the diversity in the gestures for making it easier to build stronger relationships with her customers.



## SUMMARY

"If for some reason Thnks was removed from our account management tech stack, I would definitely feel a void. Thnks has made it incredibly easy for me to engage with my customers in more meaningful ways..." -- Carly Giltrap, Sr Account Manager, AdRoll

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