



“ Thnks has been an invaluable addition to our tech stack. Not only do our clients, prospects and internal teams love it, but we can quantify the true impact that gratitude is having on our business. ”



Aly Kline McGue  
Head of Customer Marketing, AdRoll

## INDUSTRY

Marketing & Advertising,  
Technology

## USE CASES

- Increase the conversion rate of outreach to book more new business sales meetings
- Solidify relationships with current customer base to drive retention
- Cross & upsell existing clients to increase customer lifetime value

## After partnering with Thnks:

**8.1X** ROI on New  
Business Sales

**+62%** New Business  
Deal Value

**13.9X** ROI on Upsell  
Opportunities

## Scaling Gratitude Across The Business

Having dipped their toes into the gifting landscape, AdRoll knew the power that gratitude provides in a business setting. However, with over 37,000 customers and counting, AdRoll needed a way to empower their sales team of over 100-strong to use gratitude to drive business results.

**By partnering with Thnks**, each sales representative and account manager can send personalized gifts to their prospects and clients, while allowing management to control budgets and report on the true business impact.

The simplicity of the platform allowed AdRoll to avoid the headaches of inventory, address verification, and lengthy trainings, to quickly and effectively roll out a scaled gifting solution.

WANT TO LEARN MORE?

Request a Demo at [www.thnks.com/see-demo](http://www.thnks.com/see-demo)