

THNKS + Vettery

“ With the influx of emails people receive every day trying to sell them something or asking for their time, Thnks allows us to stand out in a sea of emails. First impressions are important, and with Thnks we’re always off to a good start – people really appreciate the gesture! ”



Brooke Hattie
B2B Marketing Manager at Vettery

INDUSTRY

Internet

USE CASES

- Engage with targeted prospects to book more new business sales meetings
- Reconnect with prospects and customers who've gone dark to broaden opportunities
- Leverage gratitude as a substitute for direct mail to grow relationships with key contacts

After partnering with Thnks:

7% Decrease in Acquisition Cost

63% Reduction in Gratuitous Marketing Spend

92% Thnks Open Rate

Leveraging Gratitude to Drive Business Growth

After enacting direct mail campaigns to catch prospects' attention, Brooke needed a swift and efficient solution to help Vettery reach their target customers while working remotely. Since Vettery's sales team was already using Thnks to share grateful gestures with their prospects, Brooke decided to double down on digital expressions of appreciation.

By partnering with Thnks, Brooke said that, "Thnks has been a great tool for Vettery's outbound marketing efforts." In addition to liking the simplicity of the platform, Brooke loves how the process of sharing Thnks gestures is streamlined, and that she can track her sales reps' spend, as well as set budget limits. She added that, "Thnks has saved us hours of time and improved our cost efficiency, and this has allowed us to spend more time on other initiatives and allocate leftover budget to other channels."

Brooke's sales team loves that Thnks gestures reach prospects and customers directly in their inboxes, and they've experienced increased response rates from practicing personalized gratitude.

WANT TO LEARN MORE?

Request a Demo at www.thnks.com/see-demo