



Integrated, Automated,
Measurable

Investor Presentation



Mission

“To empower B2B businesses so that they can create the moments that matter to their prospects and customers”

The Problem



Negative Response

Cold calling
& cold emails are not delivering
desired outcomes



No Tracking

You cannot track gifts,
brochures, case study material
sent to prospects and customers
in your CRM



Expensive

Warehousing direct
communication is very
administrative and expensive



The Solution



Highly Personal

1:1 personalised gifts and direct mail campaigns that cut through using automation and individual sends



Streamlined

Automated sends, fulfilment at scale and managed budgets



Integrated

2-way data integration that uses your data, tracks sends and measures ROI in real-time

"To empower B2B businesses to integrate personalized direct marketing easily"



PROSPECTING



SALES



ONBOARDING



SUCCESS



UPSELL



Lifecycle Communications for the Moments That Matter



ROI of Personalised Direct Mail



40% Average
Response Rate*



260% increase in
Sales Accepted
Leads**



46% decrease
in CAC



9x higher response
rate vs digital
channels***

Our Goals



Increase Demo
Attendees



Getting Customer
Attention



Building Customer
Rapport



Event
Invites



Seasonal
Gifting



Case Study
Triggers



Our Product



Enterprise Software

We have built an enterprise-level software with strong UX and deep integrations with Sales/Marketing Technologies



Marketplace

We are fully integrated with 100+ providers which are one-click orders



Warehouse/Logistics

We have warehouses in US, UK and APAC



CHALLENGES FACED

test IO, now part of EPAM, is a global leader in software crowd testing. With a focus on generating qualified meetings with senior decision-makers and building opportunity pipeline, the SDR and Marketing team previously used direct mail and gifting to cut through the noise.

The process was manual and time-consuming, taking over 4 weeks per campaign to execute. Campaigns became outdated due to the time it took to roll out as items were packed manually in the test IO offices. This also meant prospecting time was reduced. SDRs couldn't track when packages arrived in real-time, which meant following up in a timely manner wasn't possible.



"A STREAMLINED SOLUTION"

test IO needed a tool to create a scalable and streamlined DM strategy allowing SDRs to incorporate the physical channel into their outbound efforts and report on the ROI and success of campaigns. Reachdesk has enabled test IO to add DM to their Outreach sequences so that hyper personalised sends can be made within their Sales Engagement platform. ROI can also be measured in test IO's Salesforce CRM.

600% uplift in test IO's response rates

2 full work days saved per SDR per month

46% decrease in Customer Acquisition Cost

Reachdesk is #1 in Customer Reviews on G2

- We are the highest in every single category
- We will always maintain our #1 spot. Product First.

Reachdesk User Ratings



Ease of Use

Direct Mail
Automation Average:
9.2



Quality of Support

Direct Mail
Automation Average:
9.3



Ease of Setup

Direct Mail
Automation Average:
8.9



	4.6 out of 5 Alyce ★★★★★ Get a Quote	3.9 out of 5 PFL Tactile Ma... ★★★★★ Get a Quote	4.8 out of 5 Reachdesk ★★★★★ Get a Quote	4.6 out of 5 Sendoso ★★★★★ Get a Quote
Meets Requirements	9.1 Responses: 119	8.2 Responses: 67	9.2 Responses: 27	9.2 Responses: 282
Ease of Use	9.2 Responses: 119	7.9 Responses: 66	9.2 Responses: 27	9.1 Responses: 283
Ease of Setup	8.4 Responses: 16	6.9 Responses: 38	9.1 Responses: 11	8.8 Responses: 75
Ease of Admin	8.6 Responses: 16	7.6 Responses: 38	9.4 Responses: 11	8.8 Responses: 75
Quality of Support	9.4 Responses: 118	8.1 Responses: 67	10.0 Responses: 27	9.0 Responses: 240
Ease of Doing Business With	9.5 Responses: 16	8.0 Responses: 38	10.0 Responses: 11	8.9 Responses: 74
Product Direction (% positive)	9.7 Responses: 119	6.8 Responses: 66	10.0 Responses: 26	8.6 Responses: 280

Timeline



Hootsuite

Cognism



Barracuda

CALABRIO



Segment

Covid -19 Impacts

- Some pipeline accelerated, some pipeline slowed down, some no impact
- New Opportunities have emerged:
 - Companies are trying to replace cancelled event pipeline hole
 - Companies are trying to drive attendance, reward attendance and follow-up on online events
 - HR wants to engage remote employees
 - Planning for the day - welcome back to the office campaigns
 - Trying to keep existing customers engaged, many business strategies have changed to focus more on upsell and renewal execution
- New Product Trends:
 - Uber Eats eGift Cards
 - Address Confirmation Landing Experience
 - Donate to Charity eGift Card Experience

Thanks



Digital Engagement



Hi Kostas,

Looking forward to speaking later. Here's a coffee to enjoy during the call, or perhaps save it for another time...

My colleague Alex will be joining on the call, please let me know if you have any questions.

Kind Regards,
Ben

[Click here to claim your gift card](#)



The gift card must be claimed before October 14, 2019.



Jay Tulloch • 2nd
Head Of Design (UX & UI) at Metro Bank (UK)
2d • Edited

Random gift from [Contentsquare](#), I don't know if this is down to thorough research, data hacking or sheer luck - but they nailed my love for Cinema, Travel and Sugar. Good effort! Thank you :) ...Waiting on the complimentary iPad Pro from [Apple Now](#) #justsaying

#ux #surprise #delight #userexperience #productdesign



22 • 1 Comment

Reactions



Stuart Dale • 1st
Head of US Sales at Yieldify
9h • Anyone

Thanks [Meelan Radia](#) and the [Reachdesk](#) team for my personalized wine cup and handwritten note! The SDR team are loving the platform.

Reach out to [Alex Olley](#) if you are looking to scale your direct marketing efforts to clients or prospects in North America and Europe!

