

The budget breakdown of this **WASTE**

\$120B

Spend / Year

(U.S. Only)

- \$10.6B** Holiday Gifts
\$4.8B / Company + \$5.7B / Consumers
- + **\$23.5B** Swag + Promotional Gifts
\$8.7B / Company + \$14.7B / Consumers
- + **\$42.9B** Employee Incentives
\$19B / Companies + \$23.9B / Consumers + \$0 / Employees
- + **\$43B** Customer Incentives
\$14.4B / Company + \$28.6B / Consumers
U.S. Traveling, Dining, Travel, Lodging, Transportation, Recreation, Retail



THE SITUATION

**It's exponentially harder for
businesses to grow...**

MORE NOISE + NOISE-MAKERS

Attention is becoming scarcer daily...



2014

15 "Touches"



2019

34 "Touches"

= **1 response**

... not even a sales opportunity

THEIR SOLUTION

**Naturally, businesses send even
more “touches” ...**



.1% response rate of 1,000 messages is better than nothing. Send more!

PHYSICAL "TOUCHES"

**Well... what about direct mail,
swag, meals and tickets?**

The amount of money ~~spent~~ ^{WASTED} is crazy

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- Wasted time
- \$9 of \$10 is trashed
- No visibility of business impact

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The budget breakdown of this **WASTE**

\$120B

Spend / Year

(U.S. Only)

- \$10.6B** Holiday Gifts
\$1,860 / Company X 5.7M Companies
- + **\$23.5B** Swag + Promotional Gifts
\$4,122 / Company X 5.7M Companies
- + **\$42.9B** Employee Incentives
\$376 / Employee X 5.7M Companies X 20 Employees
- + **\$43B** Customer Incentives
*\$7,545 / Company X 5.7M Companies
(i.e. Tickets, Meals, Trips, Loyalty Programs, Rewards, Spiffs)*

THE SOLUTION

The ultimate gifting platform for ROI



What to send



Power of choice



Fully integrated

"A" IS NOT FOR AUTOMATION

The Alyce way

Person (a)

Groups of general demographics

VS

Person

Individual interests and intent



THE ALYCE DIFFERENTIATOR

Professional

Focus on "touching" a **persona**
(title, industry, company)



LinkedIn

Engagio

Marketo

Microsoft
Dynamics 365

Outreach

SalesLoft

ORACLE

... and 6,900 more platforms

VS

Personal

Focus on investing in the **person**
(interests, life outside work)



Building and investing in
relationships at the right time
is where deals are won

OUR VISION

**Make every professional
relationship more human** 

Trust, respect, and loyalty = consistent business growth