

THNKS

+



sigma

“ When I use Thnks, I can get a program up and running in a day. I just need my list of contacts, my message, and it’s out the door. I can see in real time if people are redeeming gestures or responding. It’s all automated, which is amazing. ”



Dominique de Stefano  
Senior Manager, ABM and Campaigns  
at Sigma Computing

## INDUSTRY

Information Technology  
and Services

## USE CASES

- Boost conversion rates of outreach to book more new business sales meetings
- Re-engage with stalled deals in pipeline to increase opportunities
- Integrate personalized gratitude within ABM campaigns to maximize engagement

## After partnering with Thnks:

**8X** ROI for New  
Business

**+57%** New Business  
Deal Value\*

**+93%** Thnks Open Rate

*\*Compared to Other Marketing Generated Opportunities*

## Growing Business Opportunities with an Attitude of Gratitude

After leveraging direct mail in her marketing programs, Dominique needed a solution that would help her team connect with prospects and clients while working from home. Since Sigma Computing’s sales team was already using Thnks to practice customer appreciation, Dominique decided to incorporate an attitude of gratitude in her account-based marketing campaigns.

**After partnering with Thnks for prospect outreach**, Dominique said their sales team has, “Seen more success in receiving responses with Thnks versus general outbound methods, such as cold calling and cold email outreach.” The team enjoys getting notifications and responses when recipients redeem gestures, and one of their recent Thnks programs allowed them to re-engage with 20% of their previously stalled new business opportunities.

In addition to circumventing manual steps for her direct mail programs, Thnks has helped Dominique to keep her team’s campaigns customized towards their contacts’ interests, while the platform’s analytics assist her with tracking and reviewing the gestures her team has sent.

WANT TO LEARN MORE?

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