

Divvy Boost Brand Awareness and Incentivize Customers

Divvy is a spend management solution, which modernizes the process of company purchases. They provide businesses with cards, credit, and the software to manage spending. Taking the guesswork and most of the paperwork out of spending management, businesses are enabled to eliminate expense reports and retroactive reimbursements, have instant visibility, and easy control of company-wide spending. Without all the admin, employees are free to do what they do best.



Headquarters
Draper, Utah, United States



Website
www.getdivvy.com



Founded
2016



Industry
Virtual Payments, Spend &
Expenses Management



Company size
501-1000

The challenge

Divvy wanted to improve their marketing and sales outreach and increase the show rate to their sales meetings. Direct mail wasn't something that had been tried before, however, after weighing up their options, Divvy felt that Reachdesk were best positioned to help them:

- Increase brand awareness
- Increase attendance to demos
- Increase sales

In addition to this, Divvy were in the process of changing card providers when they first partnered with Reachdesk. Due to the admin load on customers, Divvy were seeking ways to incentivize their customers to get the switch completed in a timely fashion.

For increasing brand awareness, Divvy wanted a one-stop solution for branded gifts that could be sent out and subsequently shared on social media, generating more attention and buzz for the company.



“When we first started using Reachdesk, we saw a 15% increase in meeting show rate. More shows equals more deals so that directly impacts our bottom line.”

Kiera Griffis, Marketing Campaign Manager, Divvy

The solution

Divvy’s marketing, sales and customer success teams partnered with Reachdesk to deliver memorable experiences for prospects and customers alike. Divvy built data-driven gifting campaigns to generate greater brand awareness and to help incentivize their customers to complete a card provider transition.

- Incentivize and appreciate customers with gifting - The customer success team at Divvy were able to rely on Reachdesk to source and provide gift cards for the admin teams performing card switchovers
- Create personalized outreach that moves conversations faster - Reachdesk worked with Divvy’s marketing and sales teams to create various high-value sports-themed bundles for customers and prospects during a time of large sales



“Just seeing the thank you LinkedIn posts shows how impactful gifting can be in appreciating and thanking our customers.”

Dani Mortimer,
Customer Success Manager,
Divvy

The results

Adding gifting to Divvy’s outreach strategy accelerated their sales pipeline and helped them build deeper connections with prospects.

The customer success team at Divvy had the challenge of moving a set number of their customers to a new card provider in a short time period. Thanks to gifting and Reachdesk, they exceeded their goal by 100 companies.

With the successes seen across all areas of deployment, Divvy have recently renewed their partnership with Reachdesk and are keen to see where gifting takes them next. New areas for exploration include building deeper, more meaningful connections with customers and seeing how Reachdesk can be leveraged for employees and for branding.