

Scaling Gratitude Across the Business



AdRoll is an ecommerce marketing platform that allows brands and their marketing professionals to create display ad campaigns that place ads on websites across the Internet.

Industry	Company Size	Website	Joined Thnks	Thnks Solutions
Digital Marketing	501 –1,000 Employees	adroll.com	March 2018	Sales Marketing

Use Cases

1

Solidify relationships
Solidify relationships with current customer base to drive retention

2

Increase the conversion rate
Increase the conversion rate of outreach to book more new business sales meetings

3

Cross & upsell
Cross & upsell existing clients to increase customer lifetime value

Scaling Gratitude Across the Business

AdRoll understood the power that gratitude provides in a business setting. However, with over 37,000 customers and counting, AdRoll needed a way to empower their sales team of over 100 strong to use gratitude to drive business results.

By partnering with Thnks, each sales representative and account manager can send personalized gestures of appreciation to their prospects and clients, while allowing management to control budgets and report on the true business impact.

The simplicity of the platform allowed AdRoll to avoid the headaches of inventory, address verification, and lengthy trainings, to quickly and effectively roll out a scaled gratitude solution.

After Partnering with Thnks

62%

Increase in New Business Deal Value

8x

ROI on new business sales

13.9x

ROI on Upsell Opportunities

