

EverView - Connecting In Person Events with Digital Engagement

The EverView team wanted to offer in-person event attendees a sustainably-minded impactful gift in a low-logistics way. A strong, personalized CTA resulted in high engagement and appreciated Winner's Circle attendees.

AT A GLANCE



20 Recipients



Engaged Attendees



95% Claim Rate

GIFTING REQUIREMENTS

- bridge in-person with digital gifts
- offer a consistent gifting experience to all attendees
- high-value gifts complimenting an in-person experience

CAMPAIGN GIFT OPTIONS

Airbnb
Delicious Experiences
Top Golf
Charitable Donation
& more!



"Our Unwrapit campaign was a success for our Winner's Circle attendees. We received great feedback from recipients as they appreciated the ability to choose the gift they liked best. "

Nancy Petersen

EverView

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OBJECTIVES

EverView celebrates and shows appreciation to its employees throughout the year and were seeking a gifting platform that could manage their complexity, while maintaining a high gift claim rate. Their annual Winner's Circle event was the perfect opportunity to use Unwrapit. Back in person for the first time since 2019, accomplished sales team members were treated to a week away. EverView events team members wanted a logistics-light way to celebrate their achievements.

SOLUTIONS

Using the Unwrapit gifting platform, EverView offered a small physical welcome gift to attendees at their annual Winner's Circle retreat. Attached to the gift was a personal card featuring a QR code. Attendees scanned the code and were invited into a branded unwrapping experience to further enhance their week together.

RESULTS

The personalized CTA (via QR code) resulted in a high claim rate of 95% and recipients appreciated the unique and engaging experience offered through Unwrapit. Event organizers noted the benefit instantly redeemable gifts that didn't require additional shipping and logistics to get to the venue.

