

Fry Investment Team: Appreciation for online event attendees

Following a webinar hosted by the Fry Investment Team, the hosts wanted to send off their virtual attendees with a token of appreciation to thank attendees for their time.

AT A GLANCE



20 Gift Recipients



70% Gift Claim Rate

GIFTING REQUIREMENTS

- Quick simple process following an event
- Range in gift options
- Feedback capturing
- Easy gift registration for recipients

CAMPAIGN GIFT OPTIONS

DoorDash
UberEats
Tim Horton's
Kobo eBooks
CanadaHelps Charity Gift Card
Trees Planted in British Columbia
Subway Gift Card



"It's been a pleasure to work with you and a wonderful first go around with Unwrapit! Looking forward to many more campaigns in the future!"

Bryndon Fry

Fry Investment Team

OBJECTIVES

To show appreciation to its webinar attendees, Fry Investment Team was looking for a gifting solution that enabled the team to send gifts to its attendees immediately after the webinar.

With this gifting platform, the goal was to offer post-webinar lunch options to attendees, but also include other gift options.

Fry Investment Team was also looking for a tool to easily capture feedback from its attendees in regards to how they could improve on the webinar experience.

SOLUTIONS

With Unwrapit's registration form, Fry Investment Team registered its recipients after the event, allowing them to send the gifts to the attendees directly after the webinar.

Using the Unwrapit gifting platform, Fry Investment Team was able to offer 7 various gift options. These included options for a meal through Uber Eats, and also social impact options such as planting trees, or making a charitable donation.

RESULTS

After hosting a successful webinar, Fry Investment Team showed appreciation to its attendees by sending digital gifts through Unwrapit's digital gifting platform.

Attendees were pleased to receive their gift and were happy to have the option to redirect their gift to social impact gifting options with CanadaHelps or by planting trees.

Finally, using Unwrapit's thank-you form, Fry Investment Team was able to gather meaningful and actionable insights from attendees.