



Anteriad

Season's Earnings

**2026 Corporate Gifting Playbook
for B2B Brands**



Season's Earnings: 2026 Corporate Gifting Playbook for B2B Brands

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The Corporate Gifting Opportunity

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By the time a corporate buyer reaches a gift vendor, the shortlist is already set.

The secret is out. Holiday gifting is a scalable, sustainable, and repeatable opportunity for brands large and small. And every year, the corporate gifting space gets more crowded as DTC brands develop B2B programs. So how do you break through?

Branded merchandise, custom gear, food, and promotional products. Companies spend on them every year. But most DTC brands are still marketing to that opportunity too late, to the wrong people, through the wrong channel.



\$312B

Projected global corporate gifting market by 2030, growing 8-9% annually

Source: Research and Markets, Corporate Gifting Market Size, Share & Forecast to 2030

The Challenge for B2B Marketers

4

The Corporate Channel Is Your Biggest Untapped Revenue Line.

DTC brands are built to optimize for individual consumers. But the corporate channel operates at a fundamentally different scale. A single office manager or HR lead at a mid-size company can drive more annual spend than hundreds of individual DTC buyers.

Corporate gifts are purchased for employees, clients, and prospects. The buying cycle is longer, order sizes are larger, and once a vendor relationship is established, it tends to renew year after year.

The challenge isn't product-market fit. Many DTC brands are a natural fit for corporate gifting. The challenge is getting in front of the right audience: finding the right people inside target companies before they finalize their vendor list.

Hey, DTC Brands Entering B2B:

- Your corporate buyer may already be buying from you personally (though most aren't), but you need to understand their business persona.
- That buyer is a procurement lead, sales head, HR manager, or office coordinator.
- They care about vendor reliability, pricing terms, customization, and fulfillment.
- Same person, different role, different message, That requires B2B data, not DTC lookalikes.



80%

of corporate gifting budgets are planned and approved before Q4 outreach begins

Mapping the Gift Buying Committee

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Corporate gift purchases are rarely made by one person.

Understanding the full decision network is the difference between a brand that makes the shortlist and one that never shows up at all.



Procurement

Controls the budget and manages vendor selection. Cares about pricing terms, vendor reliability, and order minimums. Nothing gets approved without them.



HR / People Ops

Drives employee gifting, recognition programs, and company swag. Prioritizes brand alignment and employee experience. Often the repeat buyer, year over year.



Sales and Marketing

Owns client gifting and branded merchandise. Cares about brand presentation, customization quality, and delivery windows tied to campaigns and events.



Office Manager / Admin

Handles logistics, vendor coordination, and fulfillment tracking. The day-to-day point of contact and frequently the one who finds and vets new vendors.



Owner / President / GM

Owns growth and brand equity. Cares about whether the program strengthens key relationships, reflects the company's standards, and scales without becoming a distraction from the core business, particularly in the SMB space.

Your Audience Is Already Identified

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Anteriad's co-operative database, built from 2,500+ trusted, privacy-compliant sources, identifies buyers by actual purchase behavior, not just job titles. You reach people who have demonstrated intent to buy products in your category. Not just people who match a firmographic filter.

3.7M+

**Business Gifts (Food contacts)
Anteriad Co-Op Database**

691K+

**Business Gifts (Non-Food contacts)
Anteriad Co-Op Database**

90%

**Data accuracy rate
Site and contact level**

11K+

**Intent Topics across
50B weekly signals**

Intent data goes further. Our team tracks 11,000+ topics across 50 billion weekly signals, identifying which companies are actively researching gift and promotional products right now. You're reaching buyers at the moment of consideration, before the shortlist forms. And before any program launches, you receive a sample audience file showing CRM match rate and net-new account breakdown, so you know exactly what you're buying before you commit.

Data Currency: Keeping the List Current

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The Committee Shifts. Your Data Shouldn't.

1

The Budget Owner Turns Over

Finance or procurement leadership changes. The new owner may not know your brand and may reopen the vendor evaluation from scratch.

2

The Champion Leaves

Your internal advocate moves on. The momentum they built disappears with them, and your program loses its voice inside the account.

3

The Role Shifts Internally

A new HR lead inherits gifting. A marketing manager takes on client gifts. Same title on your list, different person with different priorities and no history with your brand.

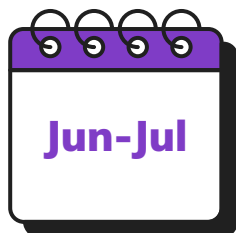
The antidote isn't a bigger list. It's a continuous relationship with accurate data that reflects the real committee at each account, not the one you mapped six months ago.



Gifting Season Campaign Calendar

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Plan, build, capture, and convert.



Plan

Lock your strategy before the market heats up.

- Define ICP and target account list
- Build audience segments: food, non-food, prospects, lapsed
- Define products, messaging, and creative
- Align budgets to channels and targets



Build & Learn

Build brand presence. Test before you spend big.

- Launch brand awareness campaigns
- Test messaging and creative
- Validate audience approach
- Identify enterprise accounts for BDR outreach



Capture Demand

Go wide with digital. Go direct with BDRs. At the same time.

- Activate full campaigns to audience
- BDRs begin outreach to procurement and HR leads
- Retarget engaged accounts with conversion creative
- Warm Handover meetings booked for sales
- Deliver engaged contact lists for follow-up



Convert

Urgency is the message. Close before the window shuts.

- Shift creative to order windows and fulfillment deadlines
- Push quick-turn, low-customization offers
- Programmatic retargeting to warm accounts
- Sales follow-up on full BDR pipeline

\$125B+

Global gifting market

~70%

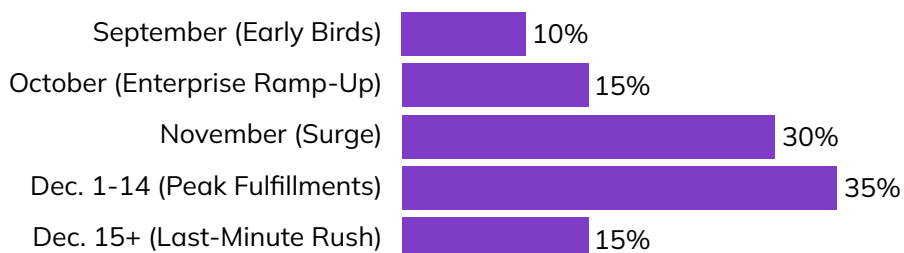
Volume in final 6-8 weeks

30%

Start planning 3+ mo. early

The Corporate Gift Buying Cycle

Holiday Season | Average Sales Volume Distribution



Season's Earnings: Key Learnings

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We've done this before...and we'll share what works.

September Is the Golden Month

64% of corporate gifting champions cite September and October as their planning window. August pre-heats; September closes. Most buyers openly admit they're already behind.

HR, Office Managers, and EAs Decide

Boss-proof choices drive the purchase. These buyers prioritize simplicity, reliability, and low-risk vendor selection over novelty.

Personalization Is Non-Negotiable

Company logos, custom notes, and branded packaging are requirements for marketing-led buyers, not upsells. Individual wrapping is critical for HR and healthcare audiences.

Pricing Options Increase Appeal

Clear pricing tiers (\$20, \$50, and \$75+) remove friction. Buyers want fast, confident decisions, not custom quotes. A price point that matches the buyer's need is the key to success.

1 in 5 Companies Is Actively Looking to Replace "Stale" Gifts

Cookies, fruit baskets, popcorn buckets. These leads arrive pre-motivated to switch. The replacement hook is the highest-conversion entry point in the category.

Manufacturing, Engineering, and Finance Are Looking for New Options

Traditional industries where gifting has gone stale. These verticals respond strongly to "modern corporate gifting standard" positioning.

RTIC Case Study: \$2.7M Incremental Revenue

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How RTIC Accelerated B2B Growth



RTIC Outdoors, known for high-performance coolers, drinkware, and gear, had a strong B2B custom shop but stalling growth. DTC was softening. B2B had potential. They needed a way to expand reach, prove real revenue impact, and scale what worked. Their profile mirrors what apparel and workwear brands face as they enter the corporate gifting market: branded product, \$50-\$200 price tier, B2B custom channel.

\$2.7M

Incremental
Revenue

11%

B2B Business
Growth

6.7%

Incremental
ROAS

\$11.2M

New B2B
Quotes

The Approach

Anteriad launched Growth Accelerator, orchestrating email and programmatic campaigns with incrementality testing and a holdout methodology. Combined-channel campaigns outperformed single-channel from the start, with clear revenue signal emerging within two months.

"Partnering with Anteriad helped us turn measurable growth into a scalable B2B strategy, guided by experience, not guesswork."

— RTIC Marketing Leader

Case Study: \$1.1M in Pipeline. One Season. One Program.

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Specialty Food Gifting — BDR-as-a-Service

A specialty food gifting company needed to break into B2B enterprise accounts at scale. Anteriad deployed BDR-as-a-Service, identifying buyers by actual purchase behavior and converting contacts into BANT-qualified pipeline through Warm Handover meetings.

\$1.1M

Pipeline
Generated

110

Warm Handover
Meetings

\$200K+

Closed
Revenue

50%

Of pipeline was
holiday-related

- 7,201 accounts targeted
- 2,678 conversations initiated
- 428 qualified leads
- 110 Warm Handover meetings

"The right meetings, at the right companies, at the right time in their budget cycle."

— Program Stakeholder

1

Audience Build

7,201 accounts identified using co-op data and live intent. Buyers segmented by role before the first contact.

2

BDR Outreach

22,678 direct conversations. Every lead BANT-qualified before handover. No unqualified contacts in the pipeline.

3

Warm Handover

Three-way call: prospect, BDR, and your sales rep. Conversation summaries and closed-negative intel delivered throughout.

Your Program. Your Way.

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The Foundation: Anteriad Growth Accelerator

- Proprietary B2B audience identification
- Targeted email to 3.7M+ co-op contacts
- Programmatic display with cross-channel lift
- Dynamic budget allocation and real-time optimization
- Holistic incrementality testing and match-back reporting
- Our team handles execution and reports against them with full campaign visibility throughout



Add to Your Program

Stack capabilities based on your goals and budget.



Direct Mail

Align your digital audiences with direct mail for consistent online and offline presence. High-intent contacts who see both digital and physical touchpoints convert at a meaningfully higher rate.



Engaged Contacts

Score contacts from Growth Accelerator based on engagement and buyer similarity. Get a prioritized list of your best prospects for follow-up. No guesswork.



Search

Capture high-intent buyers actively searching for corporate gifting solutions. Anteriad's B2B search team designs and manages the strategy, ensuring your brand appears at the moment of consideration.



Launch timeline from signed agreement to first campaign in market.

Your Program. Your Way.

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The Four-Phase Campaign In Action

1

Audience and Program Build

Lock your targets before anyone else does.

- Define ICP and target account list
- Build audience segments: food gifts, non-food, prospects, lapsed, and others
- Configure holiday campaigns
- Identify enterprise accounts for BDR outreach

2

Awareness and Direct Outreach

Go wide with digital. Go direct with BDRs.

At the same time.

- Launch campaigns to audience
- BDRs begin outreach to enterprise procurement and HR leads
- Warm Handover meetings booked for your sales team

3

Capture Peak Buying Orders

Double down on accounts showing intent.

- Retarget engaged accounts with conversion-focused creative
- Escalate BDR activity on multi-stakeholder accounts
- Deliver engaged contact lists to sales for follow-up

4

Q4 Conversion Push

Urgency is the message.

Close before the window shuts.

- Shift creative to order windows and fulfillment deadlines
- Programmatic retargeting to warm accounts
- Sales follow-up on full BDR pipeline





Your gift buyers are
already in our database.

Ready to reach them?

Anteriad combines high-fidelity B2B data, Growth Accelerator's orchestrated digital campaigns, and BDR-as-a-Service into a single, accountable program built for corporate gifting brands.

**To request your custom holiday profile report,
contact Bill Fergus, VP, B2B Client Strategy
wfergus@anteriad.com**

