

# Corporate Gifting Software Category

FALL 2025 Customer Success Report







# Corporate Gifting Software Category

Corporate gifting software is designed to streamline and enhance the gifting process within a corporate context. These systems often provide a centralized platform where companies can automate and manage the the gift-giving process. The benefits of adopting such software include facilitating efficient and personalized gift management.

Additionally, it can automate the selection and delivery of gifts, saving time and reducing the administrative burden on employees. Moreover, corporate gifting software can help companies strengthen relationships with clients, partners, and employees, fostering a positive corporate culture and enhancing brand image. It also aids in compliance by providing a transparent record of corporate gift-giving, enabling companies to adhere to ethical guidelines and regulations.



The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:



#### **CONTENT SCORE**

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform



#### MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions



#### **COMPANY SCORE**

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- Venture capital raised



#### **Award Levels**



#### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



#### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



#### **RISING STAR**

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

### **2025 Customer Success Awards**

Check out this list of the highest rated Corporate Gifting Software based on the FeaturedCustomers Customer Success Report.





























# &Open brilliant giftbit



\* Companies listed in alphabetical order









#### **ABOUT ACHIEVERS**

### **Achievers**

Achievers delivers the only true cloud-based Employee Success Platform that enables remarkable business success. Designed specifically to meet the complex needs of today's changing, modern workplace, it is the most engaging software specifically designed to engage, align and recognize employees. Achievers Employee Recognition and Rewards solution provides companies with a robust foundation for their employee engagement initiatives by enabling both social and rewards-based recognition. Designed for today's workplace, Achievers' innovative cloud-based platform can increase employee engagement and drive business success. It empowers...

128

**TOTAL CUSTOMER REFERENCES** 

**VIEW ALL** REFERENCES

#### **FEATURED TESTIMONIALS**

Achievers has revolutionised the way we give and receive feedback within our organisation. I would highly recommend the Achievers platform to any organisation looking to embed a culture of reward and recognition. Since launching the new platform, there has been a 103% increase in eCards being sent, a 102% increase in total recognition activity and an increase in the favourable engagement score from 34% to 63%.

KAREN BLIZZARD

■■ That's exactly what the Listen platform does. It enables our managers, our leaders and our executives to go in at any day, any time, and look at frequent feedback from employees.

ANDREW PRYOR

■■ Since we launched our Achievers platform in 2016, we've experienced no unplanned service outages or downtime the platform is very stable. Both our leaders and employees appreciate that reliability especially with a program that touches our entire organization and is so widely used.

RAMÓN VARGAS

■ Using Achievers, we have been able to make recognition fun, inclusive, and global. We now have the tool to show our people just how much we value and appreciate them.

LIZ SMITH















#### **ABOUT PERKBOX**



Perkbox is a cloud-based employee perks and engagement platform for businesses of all sizes. It is a diverse bunch of people on a mission to transform the face of UK business. Everyday, they work hard to put a smile on the faces of employees across the UK by providing free Perks, including free food, discounts in popular high street shops, cheap cinema tickets, free phone insurance and a load of other fun surprises. This allows employers to reward their staff. Every one of them packages is unique and carefully tailored to best suit the needs and desires of your individual company. Their plan is to help you to attract, engage and retain your employees. They...

215

**TOTAL CUSTOMER REFERENCES** 

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

•• Perkbox was the right choice for us because of the everyday rewards in the system. We were able to immediately give the platform to our staff, and see that it's helping our employees week to week and month to month.

AARON SHARP

HUMAN RESOLURCES OFFICER GRACE GROUP

Perkbox is a real statement of intent as to the commitment and thought process that goes to providing an environment where our people are well looked after, well treated and respected by the senior leaders.

LEE WAINWRIGHT

OPERATIONS DIRECTOR, PURPLEBRICKS

Perkbox helps me to reward my team in ways that allow them to choose what they want to spend the rewards on! It also aids a happier workforce and more productive team.

**DEAN FIELD** 

CUSTOMER OPERATIONS MANAGER, BAUWATCH

I Having Perkbox has impacted my experience at West London College because it's made me enjoy coming into work and it's also made me feel like a valuable member of the team.

CHIZOBA ONYIUKE

MARKETING MANAGER, WEST LONDON COLLEGI















#### ABOUT REWARD GATEWAY





Reward Gateway helps companies engage, motivate and retain people – every day, all over the world. Partnering with over 2,500 companies in 23 countries, they empower more than 5 million employees to connect, appreciate and support one another to make the world a better place to work. The unified employee engagement hub provides the best of recognition, reward, wellbeing, surveys, benefits, and discounts that support talent acquisition, retention and values-driven growth.

223

**TOTAL CUSTOMER REFERENCES** 

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

Shine provides an opportunity for us to embed our core values into recognition, to automate our service recognition milestone program, and it gives our employees more choice in how they're recognized.

MICHELLE KAPLAN
SENIOR PROGRAM MANAGER, SOUTHERN NEW
HAMPSHIRE LINIVERSITY

■ We've been able to do a lot more because the administrative side and the commitment that we have is a lot less. Reward Gateway | Edenred makes it really easy. ■

JEANETTE HAYES
BENEFITS & WELLNESS MANAGER, FRANKLIN
UNIVERSITY

What makes it easy is the great support we get from Reward Gateway | Edenred. They are fantastic – if they don't have the answer directly, we get quick responses and that is very helpful.

SIMONE CHEATHAM
DIRECTOR, CORPORATE HUMAN RESOURCES, GATX

\*\*My experience with the app has been amazing. It incorporates new routines to add to my daily life to help me self-care and be the best I can at work and in day-to-day life. \*\*I

DESIREÉ LA FAMILY HOUSING















#### **ABOUT SENDOSO**



Sendoso, the leading Sending Platform, helps companies stand out by giving them new ways to engage with customers throughout the buyer's journey. By integrating digital and physical sending strategies, companies can increase the effectiveness of their existing go-to-market programs and improve their relationships with customers. Trusted by over 500 companies, Sendoso is an essential part of successful demand generation, account-based, and customer experience programs. Founded in 2016, Sendoso is backed by \$54M in venture funding and has a global footprint, with a presence in North America, Europe, and Asia...

**152** 

#### **TOTAL CUSTOMER REFERENCES**

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

\*\*Me can now project that if we send a certain number of gifts, we'll secure a certain number of meetings if we follow the formula and orchestration we've optimized. I've got that down to a science, which is game changing for setting expectations and getting buy-in from the most important stakeholders—the sales team who are, at the end of the day, actioning the campaign.

**EMILY ARADI** 

SENIOR MANAGER, GLOBAL CAMPAIGNS, ZUORA

It's a great way to showcase the experience of what a custom box could look like for their brand if they partnered with Bazaarvoice for their product sampling campaigns.

CAITLIN BURGE

DATABASE MARKETING MANAGER, BAZAARVOICE

■ Rather than a disjointed process where fulfillment was outsourced to marketing, Sendoso made the gift card follow-up immediate, cohesive, and with very little room for error. ■

**AMY VOSTERS** 

SENIOR MARKETING CAMPAIGN MANAGER, LACEWORK

We're no longer remote skeptics at MarketStar thanks to Sendoso. We can send gifts and host virtual events that actually drive results.

AMY WILDE

SENIOR MANAGER OF DEMAND GENERATION AND ABM,

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(f) FINANCIALFORCE

**EXTRAHOP**®

**CRMNEXT** 

cradlepoint PARTOF ERICSSON €

bazaarvoice









#### **ABOUT BHN REWARDS**



Everyone loves a present! BHN Rewards (formerly Rybbon) is a digital rewards management platform that helps businesses grow using powerful rewards programs. 3,000+ companies like Lyft, Twitch, and RedHat use BHN Rewards to survey response rates, research participation, customer and prospect engagement, employee engagement, and sales. Businesses love how BHN Rewards makes rewarding customers, research participants, and employees easy, delightful, and impactful. BHN Rewards provides one-stop access to 300+ global e-gift cards, donations, and Visa/Mastercard rewards. It is the integrated rewards partner for...

76

#### **TOTAL CUSTOMER REFERENCES**

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

\*\*With Rybbon, it is completely clear and straightforward what has happened to the gifts we send. Rybbon has reduced gift management overhead by over 80%! The most tangible results for us are the time saved for our team... Rybbon turned out to be the exact type of product we were looking for.

FRANCESCA GOTTARDO
MARKETING MANAGER VAPSTONE INC.

I like that BHN Rewards has robust dashboards and reporting that we can look at, He's able to quickly view the claim rate for each campaign.

BRYAN TYNER
DIRECTOR OF RESEARCH, KICKSTARTER

Having this platform to be able to send gift cards in bulk and have them sent automatically greatly reduces time.

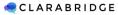
THOMAS NILSEN WEAVE

Our employees love the idea of picking their gift versus something we pick for them.

GABRIELLE CUNNINGHAM
EMAIL SPECIALIST, LANGLEY FCU















#### **ABOUT BUCKETLIST**



At Bucketlist, we're not just a rewards and recognition platform – we're true partners in building your recognition strategy. We'll help you retain talent and inspire employees to bring their best every day; eliminate the busywork that comes with running a recognition program in-house; and gain a partner to help you avoid common mistakes so you launch and scale a successful rewards & recognition strategy. Employees love our fun shoutouts, personalized rewards, and once-in-a-lifetime experiences. HR leaders love our automations and industry-leading service. CFOs love the

**59** 

#### **TOTAL CUSTOMER REFERENCES**

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

■■ When choosing an employee rewards and recognition program we knew we needed something that could not only enhance our culture but also boost performance. Our people also wanted a way to recognize each other—so we needed a tool that could combine all of these things in order to improve employee satisfaction across the board. ■■

FIONASITYAR

Our recognition program before wasn't something that was consistent overall and it wasn't something that people had control over but our recognition program now allows us to do that.

JEAN LYNN

DIRECTOR OF HUMAN RESOURCES, VELOCITY CLINICA RESEARCH \*\*Bucketlist is a culture building platform. It's a great way to align staff members around values and key activities. It's also a ton of fun. From an ownership perspective I'm always interested in recruiting and keeping great people and this is the best tool I've found. \*\*I

NICHOLAS POPOFF

■■ Everyone loved the idea of giving back; we have since kept the charities up so that people can donate their ProCogs

SHAUNA

points at anytime.















#### **ABOUT GUUSTO**



Recognition built to impact frontline retention. Not another points program! Start in minutes, not months, with a free single user account that can send rewards to anyone. Flexible delivery to reach frontline workers through web, mobile app, TV displays and print options that require no technology to redeem. 5X IMPACT of your budget - only pay for people who can give recognition, no markups, unclaimed gifts credited back, and 1 day of clean water is donated with every gift...

63

#### **TOTAL CUSTOMER REFERENCES**

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

It is in the giving that we receive. This is a how we feel every time we send out gifts to our clients and staff. Guusto has made rewarding others extremely efficient and effortless since the day we joined. The fact that clean water is donated for every card purchased makes our buying decision that much easier.

JENNIFER RIDDELL
EXPERIENCE MANAGER, TRUE NORTH MORTGAGE

•• Guusto is vastly cooler than a gift card. It's especially impressive if you know they're at a Guusto establishment and can text them their gift on the spot.

DUSTAN WOODHOUSE

Compared to our old process of hand packaging and mailing gift cards – this is a huge improvement and cost savings. The entire process so far has felt secure and safe from start to finish with handling our funds.

ELIOT COLES
COMMUNICATIONS CONSULTANT, INTACT INSUR

My clients love the little appreciation gifts I've been sending as they get to pick the venue, which saves me a ton of time deciding.

SABINE STEVENS STEVENS TEAM















#### ABOUT REACHDESK

### Reachdesk

Reachdesk is enable companies to easily reach prospects and customers using 1-1 personalised Direct Mail. They automate everything with a few clicks of a button and integrate directly to your Sales and Marketing stack. Best of all, everything is measurable resulting in clear and quantifiable ROI for you and your team.

**TOTAL CUSTOMER REFERENCES** 

**VIEW ALL** REFERENCES

#### **FEATURED TESTIMONIALS**

People were really thoughtful and excited to have a lever to pull that just felt very personal and timely. And that's become the foundation and the ethos that we approach gifting with: it will never be mass blast play.

**CHRIS LONG** 

Reachdesk always came back to us. I said, they have the most potential, they understand our business, they are doing the "thing" too.

ANGIE VILLALBA

■ The ease of use, the ability to send gifts dynamically, and the flexibility Reachdesk offers across regions really stood out. It made it much easier for us to execute campaigns globally and prove the ROI.

KATIE GRAY

Sending virtual gift cards globally used to be a hassle. Reachdesk's global campaigns save me time and are much easier to set up.

TAYLOR IENNINGS

















#### ABOUT SNAPPY



Snappy offers teams a collection of trending products, unique experiences, subscriptions, or getaways from leading brands like Amazon, Best Buy, Birchbox, and Cloud9Living. Snappy reinvents the way companies recognize and reward their team members with personalized and joyful gifts. Snappy offers a fun and interactive digital experience by allowing team members to choose the gift they actually like from personalized options.

40

**TOTAL CUSTOMER REFERENCES** 

**VIEW ALL REFERENCES** 

#### **FEATURED TESTIMONIALS**

■ Snappy's tool provides a fun, interactive, and admin-light experience to ensure our star employees all over the world are recognized for great work. We have also taken advantage of the automatic anniversary gifts making us look uber thoughtful with 100% reliability. Employees have been thankful for both the recognition and unique selection of gifts to choose from. Snappy even offers a concierge when employees are looking for something unique. Net net, it's a no brainer win.

JOY WOLKEN

VICE PRESIDENT PEOPLE & CULTURE, ALATION

Snappy has elevated our level of employee engagement. Our team is feeling the love and the appreciation and we're looking forward to rolling out more gifts each month.

KRISTA WERNE

Snappy Gifts is an amazing process to get customized gifts to employees. We have used Snappy for recognition for weeks and love it! Gifts are sent to the employees' home which takes the hassle out of trying to deliver gifts to a large group of people. It also allows people to select exactly what they want.

**COURTNEY MARSHALL** 

Snappy has definitely increased our overall employee recognition. Our employees love it, our managers love it, and it just fits perfectly with our company.

**ABBY CARROLL** 

MANAGER OF BENEFITS AND REWARDS, TILLAMOOK







**Justworks** LE TOTE





#### **ABOUT TREMENDOUS**

### **TREMENDOUS**

Tremendous is a payouts platform, enabling businesses to send money, prepaid cards, and gift cards to people around the world. Used by researchers at Google and MIT, marketers at Casper and Lyft, and institutions like United Way and the Federal Reserve Bank, Tremendous has orchestrated nearly 10 million payouts. Over 4,000 organizations agree a Tremendous payout is almost as delightful to send as to receive.

100

**TOTAL CUSTOMER REFERENCES** 

**VIEW ALL** REFERENCES

#### **FEATURED TESTIMONIALS**

Tremendous makes it easy to send virtual Visa gift cards to people in the US and abroad. They have excellent coverage internationally.

DONNA J. BRIDGE HEAD OF UX RESEARCH, ALATION

**Tremendous** leads the way and stands out from other options with ease of use, speedy implementation, reporting, and low cost.

RYAN MURPHY

Tremendous has a great variety of gift card options without all of the fees. There is something that will appeal to everyone!

**BECKY THOMPSON** 

Partnering with Tremendous enabled us to deliver a truly customer and patient-centric experience, fueling our launch.

BEN HAHR



















#### **ABOUT ANDOPEN**

# &Open

andopen gifting marketplaces and platform improve business performance by building customer loyalty. They support marketing and CX teams by fostering emotional connection with customers, thus inspiring increased retention and advocacy. In other words, gifts are small ways to build big, lasting brands.

19

**TOTAL CUSTOMER REFERENCES** 

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

It was so great to see &Open in action, how they worked with us during our exploration phase — really taking the time to get to know us, what our values were, and creating a gifting proposal that really made them extensions of our brand and values to deliver on the goals we'd defined.

KATE SUGRUE

PRINCIPAL CUSTOMER ADVOCACY MANAGER,

&Open enables us to deliver an experience to our clients — not just a gift Their team goes above and beyond to deliver results and their reporting is integral to our future business plans.

KAREN HEWITT

SENIOR MARKETING MANAGER, WEWORK

I love the ability to close off a project and send along a gift to mark the occasion. It shows our gratitude, it's a definite relationship booster, and something our customers won't forget easily!

JEFF MCLOUGHLIN

ASSOCIATE CUSTOMER ONBOARDING SPECIALIST,

I have worked with &Open for several years and always appreciate their creativity and passion. They continually strive to create a world of exceptional gifting.

AISLING HASSELL

VP COMMUNITY SUPPORT, AIRBNB

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**Etsy** 













#### **ABOUT BRILLIANT**

# brilliant

Brilliant helps their clients drive personal connections through corporate gifts on a global scale. Their end-to-end service makes the gifting experience delightful for both the sender and the recipient. They support Marketing, Sales, Business Development, Brand, and People Experience teams to create impactful gifts that build loyalty, enhance conversion and retention, and make people happy. Brilliant offers industry-leading product curation and campaign design, with a powerful technology platform that automates gifting, delegates access, tracks inventory and metrics, and measures ROI. Their bespoke fulfillment program delivers an elevated...

35

**TOTAL CUSTOMER REFERENCES** 

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

A core part of our brand is kindness, Building a branded swag store allows us to do something simple that can make someone's day a little bit better. It's a way to help people connect in a remote culture, when you typically only see people in virtual squares.

BECKY CHASTAIN
CREATIVE DIRECTOR, MINDEUL

I appreciate their creativity, responsiveness, and customer service-focused attitude every time we work with them. They have a very user-friendly portal and a great selection of items!

AKIN

\*\*Brilliant helped us bring our internal swag store to life! Thanks to their amazing teamwork, we now have an amazing array of clothes, mugs, bags, and plushies to offer our larger Cruise team. What better way to celebrate welcoming our first public riders!

SAVANNAH LEGGETT

\*\*Prom creative partners, support and technology everyone goes above and beyond to problem solve and find solutions that work for us. \*\*I

MEDABLE

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**⇔** BlueYonder









#### **ABOUT GIFTBIT**

# giftbit

Giftbit is a rewards platform that lets you buy, send and control digital gift cards. Unlike other solutions where you have no visibility into whether the cards are ever claimed, Giftbit provides reporting on the status of every gift card. With Giftbit you get a complete management platform. And you only pay for gift cards people use.

27

#### **TOTAL CUSTOMER REFERENCES**

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

■ Giftbit is simple and straightforward. We like to provide rewards and incentives to our employees for many different reasons throughout the year. Previously we used physical gift cards, but it was cumbersome and time-consuming. Giftbit has given us the ability to administer digital gift rewards to all of our employees across Canada. ■

THERESA STREIFEL
SUPERVISOR, RECEPTION & ADMINISTRATIVE SERVICES

\*\*We love Giftbit's platform. They make it easy for us to reward user feedback and measure campaign

WILLOW SABLICK OUTREACH AND EMAIL MARKETING MANAGER, TRUSTRADIUS ■ Giftbit has allowed me to really, truly show gratitude, and to provide resources for people when they're having a hard time. It's been a great tool for us, and we really appreciate it. ■

MOLLY QUINN
DIRECTOR OF MARKETING AND COMMUNICATIONS
DISTINCTIVE SCHOOLS

■ Giftbit has literally saved 25% of my time. I like things that are intuitive and keep it simple. ■

GREG AUGUSTINE
PROJECT MANAGER, PRIME46

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results.













#### **ABOUT GOODY**



Goody is a new way to send personal and business gifts as easily as a text message. Their business gifting platform, Goody for Business, powers employee engagement, client appreciation, and sales prospecting gifts at more than 5,000 leading companies. Goody integrates with 30 leading HR platforms, allowing companies to automatically gift employees on birthdays and work anniversaries.

13

#### **TOTAL CUSTOMER REFERENCES**

VIEW ALL REFERENCES

#### **FEATURED TESTIMONIALS**

■■ Goody made it possible to send 800+ high quality gifts to our employees during the holidays. Their gift options were plentiful, turnaround time was quick, customization options were unique, but most importantly, it was so easy to administer and track. Their team was always a text or a call away and made the experience easy. Since that big send, the team has used Goody a bunch and raves about the platform. ■■

GRACE LANCASTER
EMPLOYEE ENGAGEMENT AND EXPERIENCE, GONG

■ The ability to swap gifts is universally loved. We have also gotten a lot of love for the overall experience of opening your first Goody down to the Elemy branded card that they open. ■ ■

JOE CARBONARO
DIRECTOR OF BUSINESS DEVELOPMENT, ELEMY

In the flexibility of the API is really one of its strengths, In our case, we kept it totally white-labeled, so the new Goody products fit seamlessly into Throne's brand and UX. We could even control things like where payment happens or who sends emails to the gift recipients.

LEONHARD SOENKE

■ The brands in Goody's collection are some of the best out there, With brands like MALIN + GOETZ, Levain Bakery, and Brooklinen – we immediately saw the opportunity. ■

HEINER STINNER
CO-FOUNDER, THRONE















#### **ABOUT PERKUP**

## PerkUp

PerkUp is a global swag and corporate gifting platform built to simplify and scale how companies engage employees, clients, and event attendees, no matter where they are in the world. From new hire onboarding kits to milestone gifts and marketing event swag, PerkUp lets you create premium branded experiences through an intuitive platform. With a large global catalog of swag and gift options, built-in automations, regional warehouses, and over 200 integrations, PerkUp helps HR and marketing teams streamline logistics, automate gifting, and create seamless gifting workflows that work across time zones and...

**TOTAL CUSTOMER REFERENCES** 

**VIEW ALL** REFERENCES

#### **FEATURED TESTIMONIALS**

■ Before we signed up with PerkUp, our process had been very manual. So it ended up being very impersonal, and it was hard to support our desire to support local businesses where we can. We were always reactive and often missed key opportunities to reward people with swag that they loved.

CICI RODRIGUEZ

PerkUp has allowed the team to generate new ideas on what is important to them that they wouldn't have been able to do without the platform.

CARL LIU

■ Before PerkUp, I had to keep an Excel document to track who received what gift card, what vendor the gift card was for, the amount that was sent, and the reason. Since PerkUp has an administrative portal all of this is done automatically for me. It's a very simple process now.

**BRITTNEY MCINTIRE** 

Easy handling, superb customer support, high quality products. !!

SPRING HEALTH







