

Drive qualified leads & close deals with swag

Get more qualified leads by incentivizing CTAs with swag offers. Printfection's swag management platform lets you easily create, manage, and ship swag to prospects.

Open up a whole new marketing channel. Ship t-shirts and other goods when someone signs up for a trial or demo. Incentivize and reward guest bloggers. This is creative lead gen that works.

Small swag offers mean big dividends for your pipeline

- ✓ **More MQLs** → It's amazing how a little swag drives up form-fills
- ✓ **Integrate to CRM & marketing automation** → Automate swag shipments from Salesforce, Marketo, or 500+ apps through Zapier
- ✓ **Smart and easy giveaways** → Generate unique URLs your leads can use to redeem swag via social or email
- ✓ **Incent action** → Reward users for completing surveys, leaving reviews, or getting on a call with a rep
- ✓ **Tap into a widely overlooked opportunity** → They say direct mail is dead. We say it's alive and well when you amp it up with swag



Easily execute smart swag giveaways

Boost conversion rate on key CTAs by double-digits with smart swag offers. Automated giveaways yield high returns for little cost & effort.



Create engaging, high-quality swag

Branded hoodies, bluetooth speakers, high-end backpacks, clever t-shirts — whatever you want to send your prospects, Printfection can do it.



Integrate swag into your marketing workflows

Want to send swag automatically when a lead signs up for a trial or submits a demo request? Hook up Printfection to your CRM / marketing systems to automate gift sending.



Take the pain out of event swag

Events are prime lead gen drivers and swag is critical for key meetings & attracting booth traffic. Drop ship swag to events stress-free with just a few clicks, and get your name out there!



Always know how much inventory you have

Have a big marketing campaign coming up and need to order more swag? We make it a breeze. Never again worry about not having enough merchandise for your next initiative.



Reporting & insights

With a click of a button, understand how much you're spending on marketing swag throughout the year. Get insight into the ROI of your giveaway campaigns.

New Relic increased MQLs by over 30% with Printfection

"It's been nothing short of amazing how well the Data Nerd shirts have worked. At first we were going to just do it for a month as a one-time promo, but it's been so successful we incorporated the shirts throughout our entire marketing website as an ongoing promotion."

Rafael Alenda, VP Online & Brand Marketing



Get more strategic with your lead gen

Do you want more demo requests? Free trial signups? Trying to re-engage lost opportunities? We can help you find the right swag for the right goals to get the most from your marketing & sales efforts.

Contact us today →

Incentivizing leads. Just one piece of a total swag strategy.

