

Everyday, but Betr

A prospecting gift that helped Betr Health get in front of benefits and HR leaders at major employers, built on premium everyday products instead of the usual wellness fare.



CLIENT	Betr Health, a health tech company whose wellness app helps people improve how they eat
RECIPIENTS	Benefits and HR decision makers at major companies, including Apple, Google and IBM
GOAL	Schedule a conversation about adding the Betr Health app to each company's employee benefits
CONCEPT	Small upgrades to daily habits, shown through premium products worthy of a discerning audience

01 The challenge

Benefits leaders receive a steady stream of wellness gifts. One more box of wellness products would blend into the pile. The gift had to catch their attention and still carry Betr Health's message about healthier eating.

02 The strategy

The campaign rolls out in phases. As each phase begins, Betr Health's sales team uses Giftium™, our gifting platform, to enter each recipient's shipping details and write a personalized notecard. Each gift ships to the recipient's office, and every step after that is built around that one person.

Personal notecard

A QR code and short link unique to each recipient invite them to learn why the gift arrived.

Tailored landing page

The page adapts to each recipient and explains what Betr Health does and how the app helps employees.

Built-in scheduling

An embedded Calendly calendar lets recipients book a conversation with Betr Health on the spot.

Visit tracking

Every scan and visit feeds to the client's dashboard, so Betr Health sees which prospects engaged.

The landing page carried the gift's idea into the pitch. Better health takes small changes, like the ones in the box. Bringing Betr Health into a benefits program is just as light a lift.

03 The result

The program launched in September 2026. The first round of gifts has shipped, and multiple top prospects have already clicked through to their landing pages.