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**What's the
difference between
Direct Mail &
Corporate Gifting?**

#ALYCE

What is Direct Mail?

As Nina explained in this episode of Show me the data - **Direct Mail** is just another "standalone" channel that you can tap into as a B2B marketer, to reach your prospects.

What is Gifting?

Whereas, Gifting is more of an **"amplification"** of your current demand generation strategies & something you can use to help motivate prospects, based on behaviour you're seeing developing throughout the funnel.