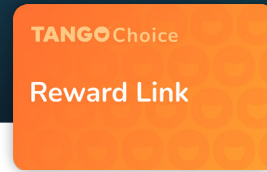


Holiday checklist

A gift for everyone – with every step of the journey



🔍 A gift for...



H

Highlight your heroes

Start by building your recipient list. Think beyond titles—include the client who always pays early, the team's brainstorm MVP, or the partner who went above and beyond.

O

Offer real choice

Rethink your gift selection. Ditch generic baskets and offer options that feel personal. Tango's global gift card options, including the Global Choice Link, let recipients choose what they want—wherever they are.

L

Lean into personalization

Use customized messages or character-based gift messaging (e.g., "Out-of-the-box thinker on our team"). A personal touch turns a transactional gift into a lasting connection.

I

Implement seamless delivery

Digital or physical—ensure your reward strategy is easy to execute and stress-free to fulfill. With Tango's platform, you can check reward redemption status with Order History and resend as needed—all in one place.

D

Deliver early & delight

Send before inboxes (and mailrooms) get cluttered. Timing matters—especially for global teams or industry-specific seasonality.

A

Activate follow-up

A great gift opens a door. Use it! Encourage your sales or CS team to check in after delivery. Add value with personalized content, webinar invites, or a simple "thinking of you" message.

Y

Yes, you did that

Celebrate your own success. You just ran a thoughtful, strategic gifting campaign that made people feel truly seen. That's what a gift for everyone looks like.