



### Challenge

Show appreciation to employees for great results achieved in a difficult year

Create a fun, surprising, and delightful experience for a geographically diverse workforce

Find a new, easy-to-use engagement tool that can be used for both employees and customers

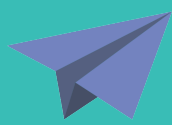
### CardSnacks Use Case

Combined a CardSnack Valentine's Day card cover with a custom message and company's branding

Sent ~500 cards to employees for Valentine's Day to express love and appreciation for their employees

Recipients also received a Starbucks gift card – something they could all use right away even if working remotely

### Results



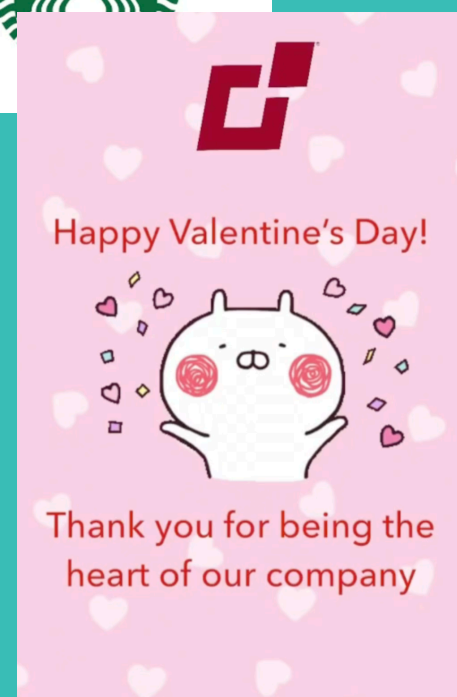
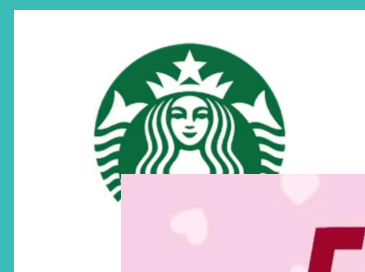
79% open rate (with 20% of recipients sending a reply) – more than three times the industry average



Received an overwhelming response from employees who expressed surprise and delight for the unexpected appreciation and gift



Strengthened affinity for the company and pride for being part of the organization – now planning regular card campaigns for multiple holidays and events



For more than 50 years, Merchants Fleet has been providing highly customized fleet management and fleet leasing solutions to large businesses, mid-sized companies, governments, educational institutions, and more. Merchants Fleet is the fastest-growing fleet management company in the industry.

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*“Not only did we get the desired effect of reinforcing our strong company culture, creating the card with all of the fun features was such a blast. We look forward to using CardSnacks for many other occasions to delight not only our employees but also our customers.”*

Holly Ackerson, Assistant Director of Corporate Marketing