

Cultivate

CASE STUDY:

How Monalto Used
Online Gifting to Keep
Engagement Alive —
Anywhere in the World



Monalto Corporate Events is a unique company built on unique experiences, like special incentive trips, memorable executive meetings, and even golf events that people talk about for years. But when travel came to a standstill, Monalto faced a brand-new challenge: how do you keep engagement high when the experience can't happen in person?

They didn't want to default to generic corporate gifts. They wanted something meaningful, personal, and entirely scalable. They chose Cultivate as their corporate gifting partner, and the results were nothing short of amazing.

The Challenge:

When Gifting Became the Experience

Before 2020, gifting was a bonus layered onto Monalto's live events—a premium add-on to an already memorable moment. Then, everything changed. We all know how travel paused, and events moved online. Monalto knew it was time to pivot.

They needed a solution that felt elevated yet easy to deploy. They needed a gift that could reach recipients absolutely anywhere. Cultivate came to Monalto through a referral and quickly stood out.

The promise was simple: curated collections, branded experiences, and—most importantly—choice for every recipient.

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The difference maker was your
Online Gifting platform. We loved
what Cultivate had to offer.

— Jeff Holland
VP of Sales, Monalto Corporate Events

The Solution:

Online Gifting That Evolved With Their Business

With Cultivate's Online Gifting Platform, Monalto launched curated gift collections that recipients could browse and select from—whether they were at home in Chicago or on a beach in Cabo. The platform was designed to be:

- Easy to launch.
- Simple to manage.
- Flexible enough to adapt on the fly.

Even after in-person travel returned, the program stuck.

Gifting shifted from a logistics burden to a strategic engagement tool. It became a reliable way to build goodwill without needing to ship, track, or guess what people wanted. Monalto could send gifts whenever needed, without any headaches.

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The platform became a great resource to engage with our clients when travel wasn't happening... and clients still use it as an incentive or reward to this day.

— Jeff Holland
VP of Sales, Monalto Corporate Events

Implementation: Fast, Flexible, Collaborative

Monalto praised Cultivate's skill at moving quickly and adapting to shifting client needs. Branded collections, premium product assortments, and concierge-level support meant Monalto's team could focus on their clients—not vendor management. With clear communication and smooth execution, the experience felt premium. Monalto saw measurable impact:

- **Higher Engagement:**
Clients stayed connected even without in-person travel. Gifting became a moment that reinforced relationships.
- **Increased Satisfaction:**
Recipients chose gifts they actually wanted, making appreciation feel personal—not performative.
- **Flexibility and Time Saved:**
Monalto reduced vendor coordination and operational stress while increasing perceived value.
- **Long-Term Adoption:**
What began as a pandemic workaround became a permanent part of Monalto's incentive toolkit.

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100% would recommend Cultivate.

— Jeff Holland
VP of Sales, Monalto Corporate Events



Make Every Gift a Meaningful Moment

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Whether you're engaging clients across time zones or rewarding top performers, Cultivate helps you turn gifting into a strategic experience, not an afterthought. You don't even have to build a program from scratch or guess what people want—we've done the heavy lifting! From curated collections to flexible price points and international options, our Online Gifting Platform makes corporate gifting easier and totally personal.