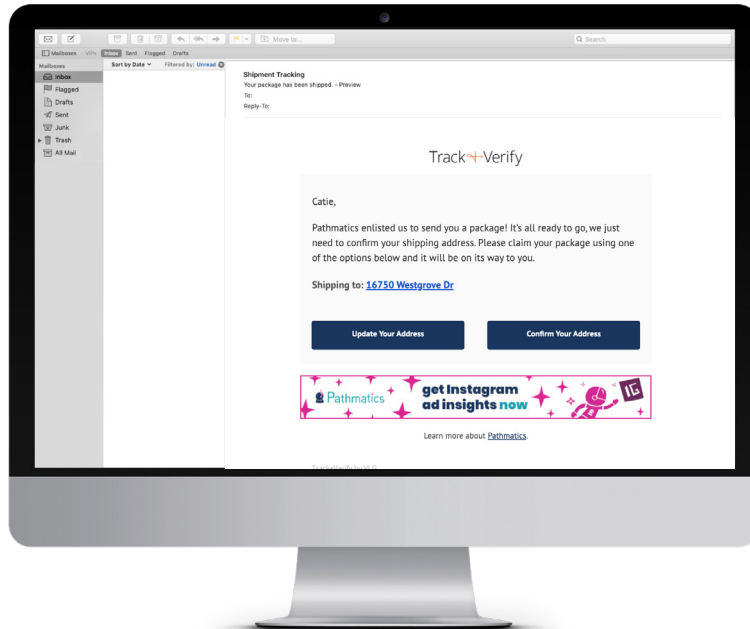




## BUSINESS CHALLENGE & OBJECTIVE

Pathmatics needed to generate new leads and build excitement for their new solution, Instagram Ad Intelligence. Our remedy? A double whammy of direct mail and digital experiences. We leveraged the Track+Verify technology and a high-end mail piece to leave a powerful impression on their targets.



## THE CREATIVE SOLUTION

VLG built a custom Pathmatics Instagram Survival Kit and paired it with the Track+Verify system to ensure max deliverability. The final numbers don't lie. The emails garnered a **60% open rate**, with **34% ultimately verifying** their shipping information. The best part? **71% of those targets** continued onto the branded web experience.