



## BUSINESS CHALLENGE & OBJECTIVE

VLG needed a campaign to reconnect with accounts when working from home became the “new normal.” The Track+Verify system enabled us to quickly gather alternate addresses and drop mail to hundreds of targets. The result? A whopping **94% deliverability rate**. On top of that, **78% of recipients** who updated their address using the Track+Verify technology visited our campaign-themed website.



## THE CREATIVE SOLUTION

It doesn't stop there. In addition to personalized mail pieces, VLG created an end-to-end digital experience leveraging a timely email strategy, an engaging website, and meeting incentives. The digital experience also allowed us to collect insights into strategy pivots and budget changes brought on by the pandemic. Our strategic trifecta **re-engaged 35% of targeted accounts**. Additionally, this campaign generated over a **40% conversion rate**. Not to toot our own horn, but... toot, toot.