

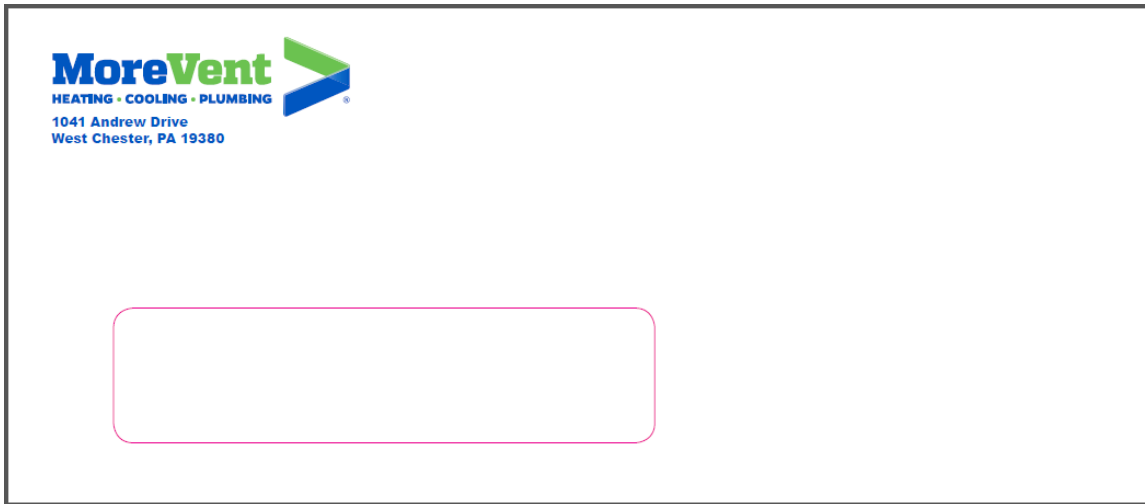
MailPiece/Campaign Name: MoreVent Monthly Buy Back Letter with Opt@Mail

Goal: The purpose of this campaign is to promote MoreVent's heating and air-conditioning repair and replacement services to its target audiences in PA and DE.

Solution: MoreVent decided to leverage ANRO's product, to integrate their direct mail message across digital channels to truly stay top of mind in their client's eyes. MoreVent integrates direct mail with 7 other marketing components to create a truly opti-channel experience. Direct mail is paired with Mail Tracking, Informed Delivery®, Call Tracking, Online Retargeting, Social Retargeting, Social Match, and Lead Match to provide a seamless, integrated marketing campaign that increases exposure and enhances results.

Result: Informed Delivery Response Rate: **63%**

Mail Piece Image



Ride-along Image

