



Case Study

Client

State Workforce Center

Quantity Mailed

225,000

Target

Registered Nurses

Impressions

15+ Per Piece

Engagement

6%+

Informed Delivery® Emails

66k+ Opened

Digital Ads Displayed

4m+

Trackable Website Leads

1000+

Social Ad Displays

500K+

Social Retargeted

1m+

Campaign Details

Due to severe workforce shortages, the client was tasked with increasing retention with existing registered nurses. They wanted to increase brand awareness, educate the nursing community about available resources, and encourage them to take advantage of free career advancing CEUs.

They launched an omnichannel direct mail campaign which included SocialMatch, Mail Tracking, QR Codes, Informed Delivery, Call & Text Tracking, Online Follow-Up, Social Media Follow-Up, and LEADMatch. The results were astounding, with over 3,900 website visits, 1,000 trackable website leads, and 500 registrations. They achieved their goals while increasing their digital footprint and brand recognition.

