



CASE STUDY

LTN Gains Awareness with Re-engagement Direct Mail Campaign



LTN

1,300%

Return on Investment



Personalization

Helped with Campaign Success



About

LTN (LTN Global Communications) is a global media technology company that provides IP-based live media transmission services and solutions for broadcasters and digital content companies.

Industry

Communications, Technology

Platform

Salesforce Marketing Cloud

Audience

B2B Outreach

Introduction

LTN is the world's only IP network built exclusively for live video. LTN provides a single operating system built to grow with the broadcast, media, leagues, and rightsholder. The company connects live video content across all platforms and around the world, while reducing operational complexities and costs.

Challenge

LTN recognized the need to boost awareness and drive around one of its core technology solutions. The marketing team launched a targeted direct mail campaign, sending personalized kits to existing clients. Each custom-designed kit included candy and a QR code linking to a dedicated landing page featuring a video and additional resources. According to Erick Portillo, Marketing Operations, the campaign's goal was to increase visibility and strengthen audience engagement with the featured solution.

"We provided our key clients with a personalized infographic to help them learn more about our solution," explained Portillo. "It was primarily a brand awareness campaign. The main challenge we had to overcome was cutting through the digital noise and delivering a personalized, tangible piece—our infographic."

Solution

While LTN offers a broad portfolio of solutions, this campaign focused on driving targeted awareness for one solution in particular. It also served as a strategic entry point to introduce customers to a new offering and expand their engagement with the broader solution set.

"It was really an awareness, cross-sell, and upsell play," said Megan Maturo, VP of Marketing & Communications. "The goal was to encourage clients to scan the QR code on the card included in the package, so we added the candy to entice them to open and scan."

The marketing team leveraged insights from the sales team to personalize each kit. "We gathered valuable details about the recipients through ongoing conversations with our sales counterparts, who maintain close relationships with our clients," explained Portillo. "Personalization in this case, meant including a POD [print on demand] notecard in each kit, with a call to action to schedule either an onsite or virtual follow-up meeting. It was another touchpoint to re-engage the client."

The QR code directed recipients to a dedicated campaign landing page featuring a custom-produced video designed to give customers a deeper look into the product. "It was more of a middle-of-the-funnel piece," said Maturo. The page also included additional resources, such as white papers, solutions sheets, and data sheets to further educate and engage visitors.

Try Something New

While the campaign itself was relatively straightforward, it came with a few challenges. Maturo explained that, internally, the team recognized the need to take a different approach from previous efforts. Having worked with PFL for some time, LTN marketing knew they had a partner they could trust to try something new.

"We had done a lot with PFL, but nothing like this," said Maturo. "We simply reached out to our reps and said, 'We have a new idea for this year—can we try it and see how it goes?'"

With the concept of a landing page, a video, and supporting collateral in mind, they reached out to their PFL Customer Success Manager. They said, "Here's what we want to do. What are our options for something not overly elaborate, but still attention-grabbing?"

In response, PFL developed a concept deck outlining ideas they believed would work for LTN's direct mail campaign. The team reviewed options, selected the one they wanted, and moved into the graphics design phase. There was some back and forth with PFL to fine tune the details, but having worked on customized kits with them previously, the team was familiar with the collaborative process.

With everything finalized, the team moved to kit assembly and delivery, ultimately sending out 86 personalized kits. "While we didn't see a high volume of QR code scans," said Portillo, "sales shared that recipients really appreciated the gift. In the end, the campaign influenced two deals. While engagement was important, our primary focus was on ROI. That was the true measure of the program's success, not just the individual QR code activity."

Results

Despite low QR code scans, the campaign was considered a success, driving engagement through the sales team and delivering a 1,300% return on investment (ROI). The effort reinforced that direct mail was an effective way to break through the digital noise and connect with clients in a personalized, memorable way.

The LTN marketing team credited much of the campaign's success to its personal touch. "The kit was sent under the sales reps' names, and that's where the personalization really came in," said Portillo. "We specifically asked the PFL technical support team if we could include the signature of each sales rep the contact was working with. That was huge for us." Using Salesforce, LTN segmented their target account list by contact and connected it to the PFL integration to streamline the process.

When the team first started with PFL during the pandemic, they recognized that everything had shifted to digital—and inboxes were overflowing. "We thought, let's cut through the noise and use direct mail to get back on everyone's radar," said Maturo.

This customer re-engagement campaign did exactly that. Looking ahead, future iterations might incorporate additional tactics to drive more digital engagement, such as pre-campaign emails and targeted follow-up messages to the recipients.

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—Erick Portillo, Marketing Operations, LTN



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