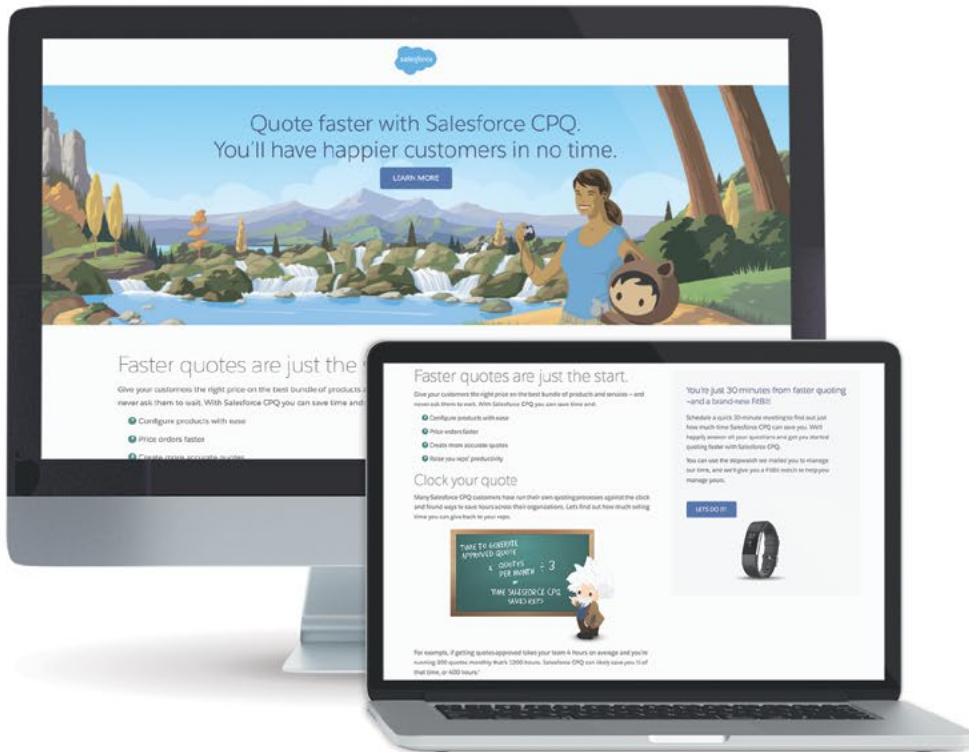




BUSINESS CHALLENGE & OBJECTIVE

Salesforce wanted to connect with hard-to-reach, key decision makers at commercial level accounts that didn't use its CPQ (Configure Price Quote) product. The objective was to demonstrate that spending a little time now saves exponentially more time generating new quotes in the future.



THE CREATIVE SOLUTION

VLG conceived, sourced, and shipped a dimensional mailer that consisted of a stopwatch and custom collateral. The program included a trackable, personalized landing page designed and developed by VLG. This offered website visitors digital collateral and an incentive to drive appointment setting.