

Best Promotional Re-launch Blast
Silver Consumer
Align Technology – Invisalign Re-engagement

Brand/Client Side Team:
Tim Parkyn

Vendors/Agencies:
VML

MarketingSherpa Summary – Why They Won:

This campaign is special because of the absolutely phenomenal response it achieved in re-engaging portions of the house prospect list. They were targeting prospects who hadn't responded in up to two years, but their messages got consumers to open and click through to a host of online content and tools.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

The previous email program was focused only on new prospects who had very recently expressed interest. After 6 weeks from opt-in, the contact stream ended and prospects that had not made a purchase were essentially written off.

The centerpiece to our new email strategy was the revival of the conversation Invisalign had started with the slightly more than 100,000 “dead” prospects in the marketing database. We launched a re-engagement email series aimed at those “dead” leads with the goal of providing as many user paths as possible, and monitoring the performance of those action and content-paths to inform the layout and content of the ensuing emails.

invisalign® The Smile Connection

Visit [Invisalign.com](#)

Find a doctor

Send to a friend

Find a doctor

Find an [Invisalign doctor](#) located near you.

Send to a friend

Have a friend who might be interested in the Smile Again newsletter? [Send it to them here.](#)

We've made a lot of changes around [Invisalign.com](#). The new site has many enhanced features to offer you more helpful information about Invisalign. From the basics of what it actually is, to whether it may fit your situation, we think you'll like what our new site has to offer. Take a look at some of those features below, and start on the path toward getting a smile that shows off the real you.

Is Invisalign for you?

If you're interested in Invisalign but aren't quite sure if it's right for you, check out our [self-assessment](#). With this new feature, you can answer questions about your smile and lifestyle to find out if Invisalign might be right for your situation. We'll compile your answers and give you customized feedback on how Invisalign could fit your needs. It's the perfect start for getting a smile that's perfectly you. [Start the self-assessment today!](#)



Invisalign success story



"I always wanted to have straight teeth, but never thought my smile would look this great. Plus, no one even knew when I was wearing them. I couldn't be happier!"
- Gina

[Read more patient stories here.](#)

Will Invisalign fit my life?



Invisalign has several benefits — being removable and virtually clear — that truly let you live your life as usual while getting a dazzling smile.

[Explore the many ways Invisalign can work in your life.](#)

You are receiving this communication because you have opted to receive news, updates, and special offers from Invisalign.

If you wish to remove yourself from future Invisalign emails, please go [here](#).

If you cannot see the links or images in this email, go [here](#).

To ensure you continue to receive the Invisalign emails, please add invisalign@send.invisalign.com to your address book.

We respect your right to privacy, view our [policy](#).



Align Technology, Inc.
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This summer, change your scenery and your smile.

Sometimes, there to get away and get the smile you've always wanted. Having the smile you've always wanted means having the confidence to show off your best self, no matter where you are. That's why we're sharing some of our favorite summertime spots – perfect places to relax, rejuvenate and reveal the real you.

The Invisalign Up: A Trip For Every Traveler

- 
Seville, Spain – For the Food Fanatic:
 Only one of the spicy and temperate and just wonder why you haven't visited the [greatest city](#) sooner.
- 
Quebec City, Quebec – For the Goal-Conscious Culture-Seeker:
 For an international experience that's a little closer to home, the sights and sounds of Old Quebec is for you.
- 
Sedona, Arizona – For the New Age Nature Lover:
 Famous for its striking Red Rocks, [Sedona](#) is the perfect destination to take yourself AND find yourself again.
- 
Kansas City, Missouri – For the Music Maven!
 If you like music, you'll love Kansas City's vibrant 18th and 19th Street District, where jazz was not only born, but thrives.
- 
Your Own Backyard
 The perfect travel trend of the season? Not traveling at all. Instead, treat yourself to a [staycation](#) – get out of your daily routine and do something special in the city you call home.

Get Started
 Ask if you're a candidate for what Invisalign has to offer. What you'll get is a smile that's yours.



Find a Doctor
 Find an Invisalign doctor located near you. Find an Invisalign doctor.

Invisalign Success Story
 "Invisalign completely changed my life. I was able to smile again. It's not just about my smile, it's about my confidence." – [Teresa](#)
 Meet Teresa
[patient stories here >](#)

Send to a Friend
 When a friend also might be interested in the smile. Don't miss out! Send it to them here >

Keep Teeth Healthy Even While You're Traveling

Invisalign gives you the freedom to go wherever and do whatever. All the while, keeping a smile that reflects the real you. With Invisalign, that dream can become a reality. And with travel in full swing, you'll also be able to keep your teeth looking and feeling healthy, wherever your travels take you.



- Tip #1** Let your Invisalign doctor know you'll be traveling – so when you need to get your teeth out of alignment before you leave.
- Tip #2** Don't forget your toothbrush and toothpaste – but don't you forget to bring your Invisalign Aligner Cleaner. (You can't brush them and unless it's rinsable, your aligners will be fresh and odor-free.)
- Tip #3** Keeping a couple travel packs in your pocket or purse makes it easy to rinse in between meals, even when you're on the go.



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