

# Top 3 Campaign Models for 2026 + AI Prompts

Some of the most effective teams using PFL are improving results not by increasing spend, but by optimizing where direct mail sits inside their existing automated workflows. The following campaign models illustrate how companies are strategically inserting physical touchpoints at high-impact moments to boost activation, retention, and conversion.



## Activation Campaign Model

**Purpose:** Increase program sign-ups and patient/member activation

- **Trigger:** Member becomes eligible or expresses interest, but does not engage within set timeframe (e.g., 10–14 days)
- **Mailer Format:** Personalized welcome or onboarding kit (includes QR/code, visual instructions, or readiness checklist)
- **Personalization Examples:** Name, condition focus, assigned care contact, recommended action
- **Flow:** CRM/MA platform → PFL → care team notified if no action post-delivery

**Result:** Increased activation/enrollment with no additional load on care staff



## Milestone / Renewal Model

**Purpose:** Improve loyalty, retention, and upgrade adoption

- **Trigger:** Account milestone (anniversary, product adoption), contract renewal window approaching
- **Mailer Format:** A personalized “thank you” note or small appreciation package paired with a preview of next-tier benefits or upgrade options
- **Personalization Examples:** Product/tracking data, tenure, next-tier benefits
- **Flow:** CRM → Automated direct mail via PFL → optional follow-up call

**Result:** Higher renewal rates and increased cross-sell without increased operational overhead



## Reactivation / Post-Interest Model

**Purpose:** Recover high-intent opportunities stuck in pipeline

- **Trigger:** Digital action taken (e.g., downloaded content, attended webinar, viewed pricing) but no next step taken within X days
- **Mailer Format:** Physical follow-up package (e.g., branded item + decision guide or scheduling CTA)
- **Personalization Examples:** Industry segment, use case, name/photo of assigned rep, QR to book call
- **Flow:** Marketing automation platform triggers PFL send → SDR notified for timely follow-up

**Result:** Significant lift in meeting conversion rates vs. digital-only nurture

# AI Prompts

## Personalize Your 2026 Strategy

Enter the following prompts into your favorite AI tool to receive a personalized campaign model.

### Prompt 1

"Act as a direct mail automation strategist. We currently use PFL via **[your platform]**. Our 2026 goals are **[insert goals]**. Based on the campaign model above, recommend 5 ways we could use direct mail to improve activation, engagement, or conversion without increasing our total send volume."

### Prompt 2

"Given this campaign format and our lifecycle stage **[insert stage]**, identify additional trigger points where direct mail could improve conversion or retention."

### Prompt 3

"Translate this campaign into workflow logic compatible with **[platform + PFL integration]** and recommend personalization fields we should include."