



VomelaView

VomelaView explores the ideas shaping how brands show up in the physical world.

Each issue brings together insights and inspiration across industries—demonstrating in words and pictures how environments, experiences, and tangible touchpoints influence attention and connection, turning busy consumers into loyal customers.

Top Story

Part 3: The Power of Direct Mail in 2026: Types & Benefits of Catalogs *PFL/Vomela*

In Part 1 of this series: “[The Power of Direct Mail](#),” we explored the five main types of direct mail marketing; in Part 2, “[Types & Benefits of Postcards](#),” we looked at the optimal use of postcards in specific campaigns and how to use direct mail automation as part of a cohesive omnichannel strategy. Here we explore the types and benefits of catalogs, highlighting how direct mail automation helps achieve success.

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Discovering the Real ROI of Rebranding for Financial Institutions *ABA Banking Journal*

For some financial institutions, rebranding is viewed as a marketing milestone—a quick visual update that brings forth a fresh new logo, a modern color palette, and, in many cases, a name change. But brand transformation provides much more than visual level change. When done well, rebranding has a material and measurable impact on business performance.

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Why More Millennials Are Going ‘Chronically Offline’ and Turning Back to Analog Experiences *Upworthy*

Millennials have a unique experience of growing up with an analog childhood and digital adolescence. It was a time when people bought something once and owned it until it broke. Instead of being chronically online, many Millennials are choosing to go “chronically offline,” trading the digital world for tangible experiences.

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VomelaVision Branded Experiences: Retail *The Vomela Team*

This is the first in a series of articles that will highlight some of the work we’ve done—all of which can be seen in our e-book, “[VomelaVision: A Showcase of Brand Experiences](#).” In this first installment, we showcase “Retail.” We hope these inspire you as much as they do us.

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Why It’s Time to Rethink Your B2B Thought Leadership Strategy—Especially Around Events *MarTech*

In B2B marketing, ideas inspire people. That’s why thought leadership matters more than ever—and why events remain one of the most underappreciated ways to bring ideas to life. At one annual event, the most memorable speaker wasn’t a bestselling author or a former world leader, but the first blind person to summit Mt. Everest.

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Direct Mail in the Health Industry: Key Stats and Insights *USPSDelivers.com*

Health companies find direct mail to be more effective than internet advertising, paid search, magazine or newspaper ads, TV ads, billboards/outdoor advertising, and radio ads. Even in the age of digital, many patients and customers might prefer bills, appointment reminders, and more in physical form. Sending these via direct mail can help break through the digital clutter.

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Success Story

Total Expert Accelerates Client Growth with Seamless EDDM Integration *PFL/Vomela*

Total Expert looked to bring their increasingly sophisticated customer base additional marketing capabilities, especially tools that would allow for targeted outreach. But in the mortgage industry, compliance concerns, complexity, and co-branding requirements often lead to abandoned efforts. Recognizing this gap, Total Expert saw an opportunity to simplify and streamline direct mail at scale.

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FREE E-BOOK

The Case for Automated Direct Mail

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