

**Armor Shred has earned \$8  
for every \$1 spent on Intentional Direct Mail.**



## ArmorShred • PortArthur, TX

June 2018 Campaign

Response Rate: ..... 19%

**“What’s a good response rate percentage for  
Intentional Direct Mail campaigns?”**

It’s not any certain percentage of response that should be sought, but rather that a campaign brings in significantly more revenue than it costs. **Currently sitting at 8:1, Armor Shred experienced a powerful return on their advertising spend.**