

**For every \$1 spent on Intentional Direct Mail,
The Audio Edge has earned \$22.**



The Audio Edge • Nederland, TX

**“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 22:1, The Audio Edge experienced a powerful return on their advertising spend.**