

# Intentional Direct Mail | ROI Study

**Bruno's Landscaping & Grounds Care has earned \$7.40 for every \$1 spent on Intentional Direct Mail.**



**Bruno's Landscaping & Grounds Care • Olmsted Township, OH**

## **“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. **As of July 2018, Bruno's Landscaping & Grounds Care has experienced a more than 7:1 return on their advertising spend.**

**INTENTIONAL  
DIRECTMAIL™**  
INTENT-BASED MARKETING