

Intentional Direct Mail | ROI Study

Dependable Dumpsters has earned \$4.45 for every \$1 spent on Intentional Direct Mail.



Dependable Dumpsters • Louisville, KY

“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 June 2018, Dependable Dumpsters has experienced a more than 4:1 return on their advertising spend.**

**INTENTIONAL
DIRECTMAIL™**
INTENT-BASED MARKETING