

# Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, Foremost Roofing has earned \$198.



## Foremost Roofing • Owasso, OK

### Foremost Roofing Intentional Direct Mail Experience:

With only 116 cards sent so far, Foremost has already received two roof replacement jobs for \$46,000.

### “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, Foremost Roofing has experienced a 198:1 return on their advertising spend.

**INTENTIONAL  
DIRECTMAIL™**  
INTENT-BASED MARKETING