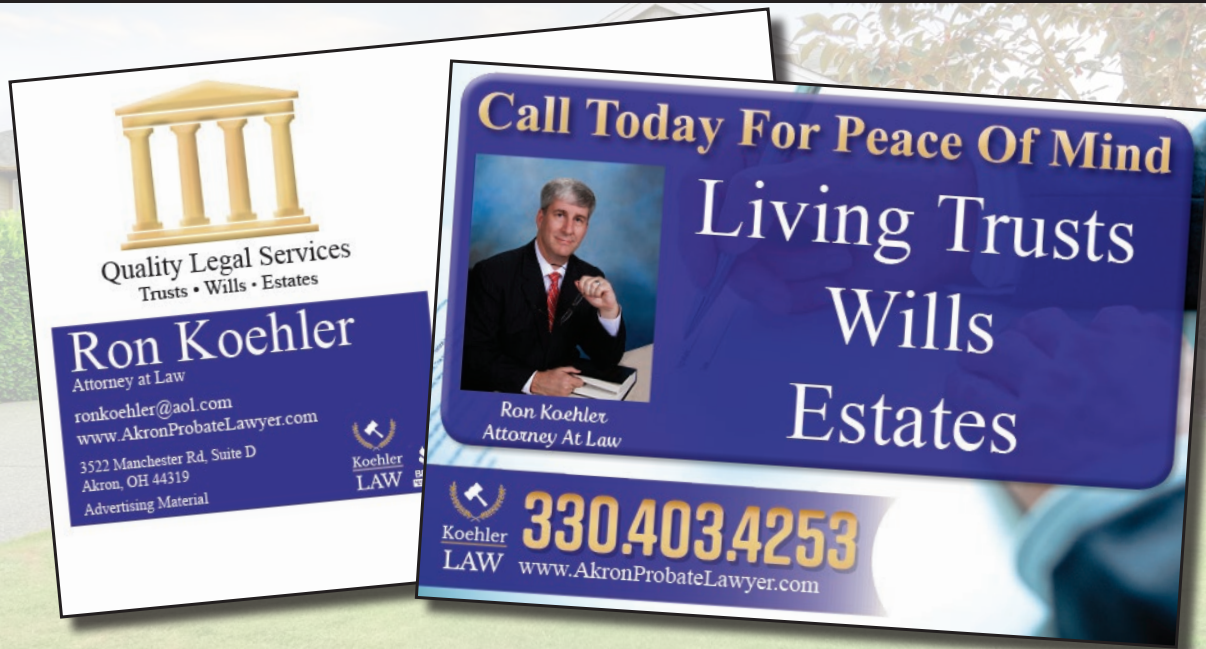


# Intentional Direct Mail | Case Study

**Koehler Law has earned \$65  
for every \$1 spent on Intentional Direct Mail.**



## Koehler Law • Akron, OH

### **Koehler Law's Intentional Direct Mail Experience:**

Before their Intentional Direct Mail campaign had time to send even 20 pieces, Koehler Law received a call on the tracked phone line on their card that immediately turned into a new client.

### **“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 May 2018, Koehler Law experienced a more than 65:1 return on their advertising spend.**

**INTENTIONAL  
DIRECTMAIL™**  
INTENT-BASED MARKETING