

Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, Lloyd's RV Center has earned \$10.



Lloyd's RV Center • Orange, TX

Lloyd's RV Intentional Direct Mail Experience:

Upon enjoying such a strong ROI on their first Intentional Direct Mail campaign, Lloyd's RV was quick to renew their account and got another campaign started immediately.

“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 10:1, Lloyd's RV experienced a powerful return on their advertising spend.**