

Intentional Direct Mail | ROI Study

“Our Intentional Direct Mail campaign has been a success from the start and continues to drive sales for us. In fact, we’re considering dropping some of our other advertising efforts to do more with Intentional Direct Mail.”

Elwood Duncan, Owner



Mr. Pest Control • Charlestown, IN

May 2018 Campaign

6:1 ROI

For every \$1 spent on Intentional Direct Mail they’ve earned \$6 —

**INTENTIONAL
DIRECTMAIL™**
INTENT-BASED MARKETING