

Intentional Direct Mail | Case Study

“We’ve never experienced such a swift and positive response from any form of advertising!”

Luke Ciancibello, Schultz Upholstery



Schultz Upholstery • Cleveland, OH

Situation:

Schultz Upholstery primarily receives new client leads from their website and ranking on Google. Print advertising in local ad magazines and newspapers has failed them in the past and they were looking for another outlet to drive sales.

Solution:

Feeding off the solid local website traffic that Google drives to their website, Schultz felt that the premise of following up with site visitors with a targeted postcard featuring a strong offer to drive home a sale made a lot of sense. It turns out they were right! Within days of the campaign beginning they experienced their first sale and have quickly closed two more for a total of \$4,300.

April 2018 Campaign

Response Rate:..... 6.1%

43:1 ROI

For every \$1 spent on Intentional Direct Mail they've earned \$43 —

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INTENT-BASED MARKETING