

Intentional Direct Mail | ROI Study

For every \$1 spent on Intentional Direct Mail, Thiel's Home Solutions has earned \$20.



Thiel's Home Solutions • Ohio

“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 20:1, Thiel's Home Solutions experienced a powerful return on their advertising spend.**

**INTENTIONAL
DIRECTMAIL™**
INTENT-BASED MARKETING