

Wayne's Lawn Service has earned \$6.80 for every \$1 spent on Intentional Direct Mail.



Wayne's Lawn Service • Louisville, KY

“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 more than 6:1, Wayne's Lawn Service experienced a powerful return on their advertising spend.**