

Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, Cross Pointe Auto has earned \$6.40.



Cross Pointe Auto • Amarillo, TX



Intentional Direct Mail Results: 6:1 ROI

Upon enjoying such a strong ROI on their first Intentional Direct Mail campaign, Cross Pointe Auto 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.

**INTENTIONAL
DIRECTMAIL™**
INTENT-BASED MARKETING