

# Intentional Direct Mail | Case Study

**For every \$1 spent on Intentional Direct Mail, Garage Kings has earned \$24.44.**



## Garage Kings • Louisville, KY

### Garage Kings Intentional Direct Mail Experience:

As of August 2018, Garage Kings has experienced a 24:1 return on their advertising spend.

### “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