

Intentional Direct Mail | ROI Study

**M&G Pools has earned \$7.50
for every \$1 spent on Intentional Direct Mail.**



M&G Pools • Cleveland, OH

**“Our Intentional Direct Mail campaign brought us at least
25 new customers and we quickly renewed our campaign.”**

Matt Cellura, M&G Pools



Campaign Results: 7% Response Rate

Upon enjoying such a strong ROI on their first Intentional Direct Mail campaign, M&G Pools was quick to renew their account and got another campaign started immediately.

**INTENTIONAL
DIRECTMAIL™**
INTENT-BASED MARKETING