

Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, Rapid Dry Restoration has earned \$10.



Rapid Dry Restoration • Palm Springs, CA



Rapid Dry Restoration Intentional Direct Mail Experience:

As of August 2018, Rapid Dry Restoration has experienced a 10:1 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