

Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, Exposito School of Hair Design has earned \$25.



Exposito School of Hair Design • Amarillo, TX



"This ad campaign brought us several new students and they'd say, 'It's like I received a sign this is what I'm supposed to do with my life. I visited your website and then days later I received this great offer!' but I knew it was just great marketing."

Jan Exposito, Owner

25:1 Return On Investment

After such a strong performance, Exposito School of Hair Design was quick to renew their Intentional Direct Mail campaign at 10x their original campaign's budget.

**INTENTIONAL
DIRECTMAIL™**
INTENT-BASED MARKETING