

# Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, M. Weeks Welding Laboratory Testing & School has earned \$45.



## M. Weeks Welding Laboratory Testing & School Nederland, TX



“Intentional Direct Mail brought us 15 new students, we’re so pleased we more than doubled our ad budget.”

Tracy McClelland, Owner

“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