

Intentional Direct Mail | ROI Study

**Kelley Roofing has earned \$6.50
for every \$1 spent on Intentional Direct Mail.**



Kelley Roofing • Amarillo, TX

“We love the ability this product provides us to identify and connect with those that visit our Website, it’s a great second chance to secure the sale.”

Casi Lyles, Kelley Roofing



Campaign Results

Upon enjoying such a strong ROI on their first Intentional Direct Mail campaign, Kelley Roofing was quick to renew their account and **increased their budget by 300%**

INTENTIONAL
DIRECTMAIL™
INTENT-BASED MARKETING