

Intentional Direct Mail | ROI Study

Krueger Family Chiropractic has earned \$4 for every \$1 spent on Intentional Direct Mail.



Krueger Family Chiropractic • Tulsa, OK



Campaign Results: 4:1 ROI

Intentional Direct Mail continues to bring new patients in the door for Krueger Family Chiropractic. The lifetime value of a patient is so strong that **Krueger has already renewed their campaign twice.**

“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