

# Intentional Direct Mail | ROI Study

O'Neil Chiropractic Centers has earned \$3 for every \$1 spent on Intentional Direct Mail.



## O'Neil Chiropractic Centers • Louisville, KY



### Campaign Results: 3:1 ROI

This campaign has brought O'Neil Chiropractic **3 new patients** and upon experiencing this level of success they renewed their campaign budget with a **150% increase**.

### “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