

Intentional Direct Mail | ROI Study

The Handy Man Insulation Co. has earned \$31.25 for every \$1 spent on Intentional Direct Mail.



The Handy Man Insulation Co. • Painesville, OH

Campaign Results | 31:1 ROI

“Not only has Intentional Direct Mail generated leads for us, it has helped us close many sales.”

Steve Reddick, 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