

Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, GPAC Enterprises LLC has earned \$102.



GPAC Enterprises LLC • Louisville, KY

GPAC Enterprises LLC Intentional Direct Mail Experience:

As of January 2019, GPAC Enterprises LLC has experienced a 102:1 return on their advertising spend.

“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