

Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, The Melady House has earned \$17.50.



The Melady House • Alexandria, LA

Campaign Experience | 17:1 ROI

With only 200 cards sent as of December 2018, The Melady House has already booked a \$7,000 wedding; giving them a great start with their Intentional Direct Mail campaign.

“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.