

Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, Chardon Kitchen & Bath has earned \$27.15.



Chardon Kitchen & Bath • Chardon, OH

Chardon Kitchen & Bath Intentional Direct Mail Experience:

As of March 2019, Chardon Kitchen & Bath has experienced a 27:1 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