

Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, Blind & Sons has earned \$11.



Blind & Sons • Barberton, OH

Blind & Sons Intentional Direct Mail Experience:

Blind & Sons has experienced a return of 11:1 on their advertising spend with Intentional Direct Mail.

“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