

# Intentional Direct Mail | Case Study

**For every \$1 spent on Intentional Direct Mail, Louisville Spray Foam Insulation has earned \$120.**



## Louisville Spray Foam Insulation • Louisville, KY

### Louisville Spray Foam Insulation Intentional Direct Mail Experience:

As of June 2019, Louisville Spray Foam Insulation has experienced a 120:1 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