

Intentional Direct Mail | Case Study

For every \$1 spent on Intentional Direct Mail, Invisible Excavations has earned \$20.



Invisible Excavations • Cleveland, OH

Invisible Excavations Intentional Direct Mail Experience:

As of August 2019, Invisible Excavations has experienced a 20:1 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