



Marketing Results Case Study

WOOD STREET BUILDERS



Campaign With DirectMAIL+

Mailing List

6,000 Single Family Dwelling Units (SFDU) in
Specific Zip Codes

Mailing Schedule

6,000 Postcards / 1X

Results

Ad Impressions..... 150,243
Web Visitors Followed With Ads..... 264
Clicks Back to Website..... 45