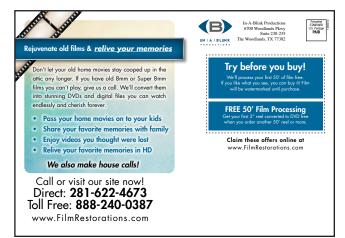


Marketing Results Case Study

JEFF EYLER





Campaign With DirectMAIL+

Mailing List

Purchased 10k records - Age 60+

Mailing Schedule

2,500/4X

Results

New Leads	60+
New Revenue	\$4,000+

Plus

Online Ad Impressions (Views)	32,300
Web Visitors Followed With Ads	110