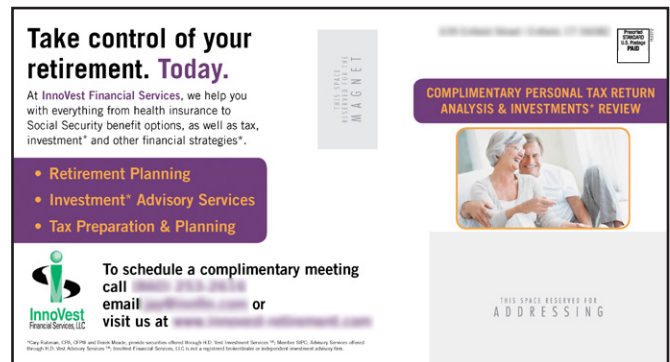




Marketing Results Case Study

INNOVEST FINANCIAL



Campaign With DirectMAIL+

Mailing List

Age 55-70 / Income \$40k+ / Radius around location

Mailing Schedule

5,000 / 1X

Results

Calls Received.....7

Plus

Online Ad Impressions (Views) 457,490

Clicks Back to Website 250