



**DirectMAIL+**  
by Accuprint

# Marketing Results Case Study

## TRUCK ECM



## Campaign With DirectMAIL+

### Mailing List

Purchased 5k - business list & phones, SICs: trucking, transportation, hauling, trailers in LA, NM, NY, OK, TX

### Mailing Schedule

1,000 Postcards / 10X

### Results

Calls Received..... 38

### Plus

Online Ad Impressions (Views) ..... 233,485

Web Visitors Followed With Ads ..... 810

Click Back to Website ..... 241