

## TACONIC HEATING



### Campaign With DirectMAIL+

#### Mailing List

12,000 homeowners of single family dwelling units (SFDU) in specific zip codes

#### Mailing Schedule

12,000 Postcards / 1 X

#### Results

Ad Impressions..... 411,413  
Web Visitors Followed With Ads..... 2,100  
Clicks Back to Website..... 93