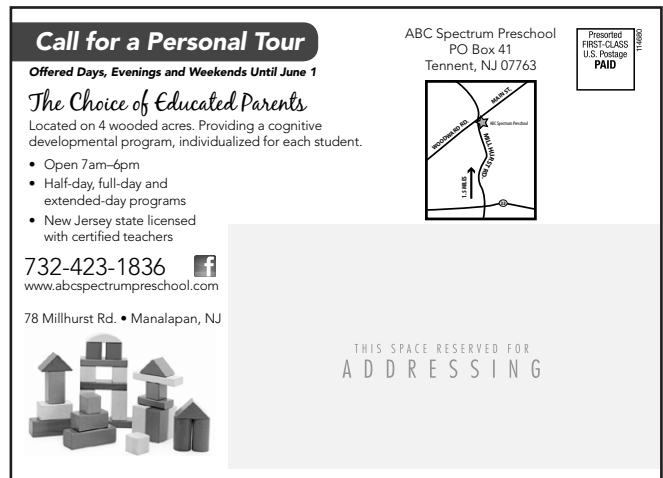




DirectMAIL+
by Accuprint

Marketing Results Case Study

ABC SPECTRUM PRESCHOOL



Campaign With DirectMAIL+

Mailing List

Purchased 2,700 records - consumers age 24-51 with children age 0-6 and income \$100k+

Mailing Schedule

2,700 / 1X

Results

Calls Received 41
New Students 8

Plus

Web Visitors Followed With Ads 560
Online Ad Impressions (Views) 92,762