

GOODRICH & WATSON



Campaign With DirectMAIL+

Mailing List

3,000 records, homes valued \$150k+, household income \$50k+, home purchase month of May/June

Mailing Schedule

3,000 Postcards / 2X

Results

Ad Impressions..... 185,557
Web Visitors Followed With Ads..... 2,000
Clicks Back to Website..... 114