

# DirectMAIL+ 

Marketing Results
Case Study
by Accuprint

## GOODRICH \& WATSON

## ATTENTION: YOUR HOMEOWNER'S INSURANGE POLICY IS ABOUT TO RENEW!



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| INSURANCE POLICY IS |  | GoodrichWatson |
| ABOUT TO RENEW! | \% |  |
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| CAIL US TODAY OR VISIT US ONILIN <br> © 757.873.8403 OWw. | O GET STARTED! GHWATSON.con |  |

## Campaign With DirectMAIL+

## Mailing List

3,000 records, homes valued $\$ 150 \mathrm{k}+$, house-
hold income $\$ 50 \mathrm{k}+$, 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 ..... ||4

