

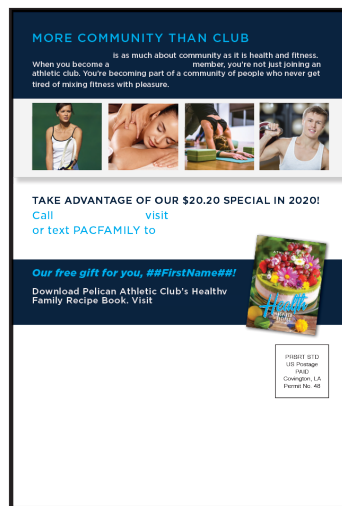
# DirectMail2.0 Case Study

Athletic Club: January 2020 Campaign

These results reflect the time period of Jan. 17 - Jan. 31

## Campaign Details

First step, profiled existing membership and then identified 5,000 contacts in their service area that matched current members. Then placed ads on their social media pages, and the social media pages of other individuals in the area, personalized direct mail postcards, placed ads in Informed Delivery emails, launched landing page, created and launched 4 online/social media ads, followed website visitors around the web with Google® and social media retargeting ads, tracked phone calls and SMS opt-ins, created all-in-one dashboard for real-time viewing of interactions and impressions.



## OVERALL PROJECTION

12 new members

\$16,848 revenue

## PROJECTED ROI

\$12,253

266%

## RETURN

40 new members

\$56,160 revenue

## ROI

\$51,565

1,122%

## TOTAL INVESTMENT INCLUDING POSTAGE

\$4,595

