



## MARKETING RESULTS CASE STUDY

**Client:**

ABC Spectrum Preschool

**Industry:** Education

**Location:** Manalapan Township, NJ

**Cards Mailed:** 2,700



**The Results**

DirectMail2.0 maximizes marketing efforts by combining direct mail, mail tracking, phone call tracking, and a built-in online follow-up system to generate more, higher quality leads.

ABC Spectrum preschool received **41 unique phone calls which resulted in 8 new students**. With the cost of 1 year of preschool in New Jersey averaging out at around \$10,000, it means they generated **\$80,000 in extra income** from only one round of marketing! Add in the referrals they're sure to generate from these families as well as the likelihood of those same children sticking around through kindergarten, and their return of \$80,000 multiplies quickly!