



MARKETING RESULTS CASE STUDY

Client:

Accounts Receivable Concepts

Industry: Medical Services

Location: Milmont Park, PA

Cards Mailed: 6,000



The Results

Thanks to DirectMail2.0, the folks at Accounts Receivable Concepts were able to see how successful their campaign was! Their online advertisements were shown **67,418 times** during the course of the campaign, resulting in **259 people clicking back to their website** and **13 calls to their office**. Each new caller represents a potential monthly income of \$2,600 according to industry averages.

So what does that mean?

They could potentially generate **\$15,600 PER MONTH** if they closed just 6 (HALF) of those calls **a yearly revenue of \$187,200!**