



## MARKETING RESULTS CASE STUDY

**Client:**

Crest Exteriors

**Industry:** Roofing

**Location:** Plano, TX

**Cards Mailed:** 20,000



**The Results**

Crest Exteriors had planned to mail over 40,000 roofing direct mail pieces, but after mailing the first 20,000, they were so busy, they put their roof marketing campaign on hold! Even a month after their mailing, they continued to receive calls from their postcards **43 unique calls** total, of which they **converted 30 into roofing jobs!**

With their DirectMail2.0 dashboard, they could also see that their follow-up ads were shown 146,726 times and **78 people clicked back to get to their website!**