



MARKETING RESULTS CASE STUDY

Client:

Pit Stop Portable Restrooms

Industry: Plumbing

Location: Spring Lake, MI

Cards Mailed: 598 postcards 5x



The Results

Pit Stop generated four new jobs after mailing to each restaurant only once! We usually recommend mailing multiple times, but their Google follow-up ads helped give them the repetition that is vital to an effective marketing campaign.

In fact, they could see with their DirectMail2.0 tracking that their follow-up ads were shown 292,539 times, and **196 interested prospects** clicked on their ad to get back to Pit Stops website!