



MARKETING RESULTS CASE STUDY

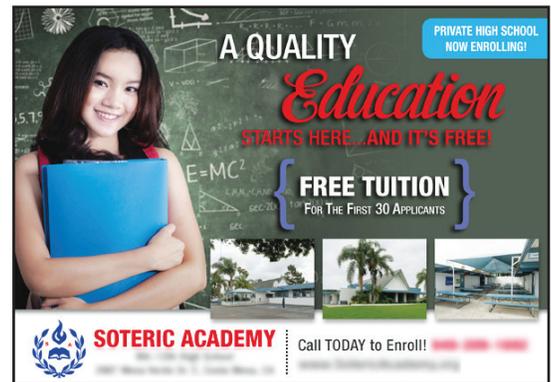
Client:

Soteric Academy

Industry: Education

Location: Costa Mesa, CA

Cards Mailed: 4,000



The Results

The private school also signed up for DirectMail2.0, so whenever an interested prospect went to their website, they would start seeing their banner ad all over the internet, reminding them of their interest! This service also tracks ALL calls coming in off of that particular campaign and tells you when your postcards will hit.

With the call tracking capabilities that come with DirectMail2.0, Soteric Academy could see exactly how many people called the number on the postcard: **27!** Those are just people who were interested enough to call right away! The average tuition for a private high school in Orange County, CA, is \$17,000 per year. Even after a year of free tuition, just **one of those students could generate a potential \$85,000** if they stay through 12th grade!