



MARKETING RESULTS CASE STUDY

Client:

Top Hat Tuxedo

Industry: Formalwear

Location: Pittsburgh, PA

Cards Mailed: 6,500



The Results

With 6,500 postcards under their belt, Top Hat Tuxedos received **77 unique phone calls**—that’s a lot of phone calls—and **249,047 views of their Google follow up ads**. Can you imagine if half of those calls closed? With the cost of a tuxedo rental averaging \$141, they would make \$5358!