CASE STUDY

Major Power Tool Manufacturer and Retailer

Direct Mail / Email / Response & ROI

MID-ATLANTIC REGION • THREE-PHASE CAMPAIGN

CAMPAIGN OVERVIEW

Major Power Tool Manufacturer

A three-phase campaign in the Mid-Atlantic region combining direct mail and email, measured against verified sales matches, revenue and ROI.

Phase 01 / Direct Mail

4-panel self-mailer with tipped-on Sales Agent card in English and Spanish, mailed to 10,791 businesses.

Phase 02 / Email

Rich media B2B email blast to 4,545 businesses (3,553 purchased data, 992 client-supplied data).

Phase 03 / Direct Mail

6 x 9 postcard mailed to 10,791 households.

Results

456 verified sales matches, a 4.23% response rate, and $163,900.94 net ROI.

PHASE 01 / DIRECT MAIL

4-Panel Self-Mailer



4 Panel Self-Mailer, with tipped on Sales Agent card in English and Spanish
Total Mailing 10,791 Businesses

PHASE 02 / EMAIL

Rich Media Email Blast



Rich Media E-mail Blast, B2B, to 4,545 Businesses
3,553 purchased data, 992 Client-Supplied data

PHASE 03 / DIRECT MAIL

6 x 9 Postcard



6 x 9 Postcard, Mailed to 10,791 households

RESULTS

Campaign Response

10,791	456	4.23%
TOTAL MAILED	VERIFIED SALES MATCHES	RESPONSE RATE

RESULTS

Revenue vs. Expense

Item	Detail	Amount
Gross Revenue MSRP		**$180,177.20**
Marketing Expenses — Phase #1	Self-Mailer	$9,630.84
Marketing Expenses — Phase #2	E-Mail Blast	$1,750.00
Marketing Expenses — Phase #3	Postcard	$4,895.42
Total Marketing Expenses		**$16,276.26**
Net ROI		**$163,900.94**

RESULTS

Response by Product

Model	Total # Sales	MSRP	% Resp of Total Mailed	% of Total Responders
FS90R	226	$299.95	2.09%	49.56%
HS56C	30	$399.95	0.28%	6.58%
BR600	192	$499.95	1.78%	42.11%
BR450C	8	$549.95	0.08%	1.75%
Total	**456**		**4.23%**	**100.00%**