

# Marketing Results Case Study



## Client:

Coachability

**Industry:** Business Services

**Location:** Ventura, CA

**Cards Mailed:** 1,000



## The Results

Thanks to their direct mail campaign, Coachability had **160 visitors go to their website**. And thanks to the tracking capabilities of OmniTrack, they could see that their follow-up ads were shown almost 150,000 times and 103 people clicked on those ads to go back to their site!

With a campaign cost of \$500, the business consultants only need 5 people to purchase their \$99 Rapid Leadership Assessment to more than recoup the cost of their campaign. And if only **ONE** of those **103 interested leads** purchase their consulting services which start at \$1,000 they will more than double their investment!