



How an Ohio Investor Scaled Direct Mail to 80,000 Pieces per Month While Saving Tens of Thousands in Postage

When this client came to us, they were looking to build a more predictable and scalable source of motivated seller leads in the Ohio market. Like many investors, they were cautious about direct mail and wanted to prove performance before committing meaningful volume. We helped them launch a disciplined direct mail program in April of 2025, starting with 10,000 pieces per month and focusing on consistent execution, clean list targeting, and cost efficiency from day one.

As the program ran month after month, results stabilized, and confidence grew. Rather than treating direct mail as a one-off test, we maintained a consistent mailing cadence and made incremental improvements through structured A/B testing. Messaging, formats, and targeting were refined using real response data. Most importantly, performance held as volume increased, allowing the client to scale without sacrificing efficiency or lead quality—proving that direct mail can work at scale when executed correctly.

Today, the client mails approximately 80,000 pieces per month, and direct mail has become a core part of their acquisition strategy. Since launching the program, the campaign has delivered an average return on ad spend of approximately 4.4x. In addition to driving revenue, we also helped the client save **tens of thousands of dollars in postage** by optimizing their mail strategy. This included leveraging USPS promotional discounts, presort optimization, and selecting the most cost-effective mail classes for their campaign—savings that compounded as volume increased.

This campaign reinforces what we see repeatedly across successful programs: direct mail works best when it's treated as a system, not a short-term experiment. With the right structure, disciplined execution, and a long-term mindset, a modest starting campaign can scale into a predictable, profitable engine for sustained deal flow—without overpaying for postage or guessing at what works.

Interested in improving your current direct mail results—or getting started the right way?

We offer a **free direct mail audit** to review your existing campaigns, identify opportunities to improve performance and reduce postage costs, or help you build a scalable program from the ground up. Reach out to see how we can help you generate more deals via direct mail.