

Hearing Aid Company's Card Mailer Generates \$25,000 in Profit in a Single Mailing

CHALLENGE

A Southwestern hearing aid company wanted to reach new customers.

SOLUTION

They mailed 5,000 card mailers to consumers age 65+ within 10 miles of their office. They used Triadex Card Mailers' 3-card template and included the following offers:

- Free Hearing Test
- Free \$800 Gift Card
- BOGO Batteries

RESULTS

- Between March and April 2015, the mailing generated over \$25,000 in profit!
- The program was so successful that the company mailed 25,000 cards over the course of four more campaigns. Triadex Card Mailers is now an integral part of their marketing strategy.