

# Case Study: Four Golden Brothers Painting

Exceptional results influence a painting business to keep advertising with Money Mailer for **10 years**.

## Situation:

Four Golden Brothers Painting, a New Jersey-based painting company, wanted to drive customer traffic and reach an audience who seeks high quality work, so they looked to Money Mailer as a direct marketing solution.

## Strategy:

The owner, Jason Unal, utilized Money Mailer's consumer analytics and targeting capabilities to deliver an ad to 100,000 homes as part of a monthly mail program. The goal was to acquire affluent consumers who would be more likely to purchase premium painting services.

## Results:

After comparing Money Mailer's results with other advertising vehicles, Four Golden Brothers Painting saw that Money Mailer was the most effective, resulting in 10 years of consistent advertising. The client continues to mail 10 zones (100,000 homes) each month.

Front of ad:



Back of ad:

