



Window Treatment Companies Trust RSVP



44 calls
50,000 homes
RSVP Jacksonville



92 calls
80,000 homes (2x)
RSVP Pinellas



98 calls
100,000 homes (2x)
RSVP Richmond

In a recent survey,

18% of RSVP homeowners plan to purchase window treatments

in the next 12 months

SOURCE: On Target Research, Sept. 2014 survey of RSVP households

“We use RSVP to hit high-income homeowners...when the card hits, our phones ring with qualified callers.

We track our results, and with RSVP you get a return on your investment. We use other direct mail, but we’ve found that RSVP callers are more qualified and have the money to spend on our products.

We find that some customers hold on to the cards long after the mailing. We get customers calling months later, asking if our offer is still good!”

Dawn Barron
Louvco Advertising
The Louver Shop