

# RSVP

## Works for Window Compaines



### Nearly 16% of RSVP households plan to purchase windows & doors

in the next 12 months.

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



**282 calls**

125,000 homes (4x)  
RSVP Seattle



**22 calls**

40,000 homes  
RSVP Asheville



**23 calls**

50,000 homes  
RSVP Orlando

“Pella Windows & Doors tracks its advertising effectiveness through a series of toll-free numbers at a call center, and RSVP mailings continue to stand head and shoulders above any other print-media lead-generating vehicle we use here in St. Louis.

With RSVP, we’ve always been able to count on high-quality selling opportunities, meaning that the typical client has the money and the need for Pella products. These typical characteristics lead us to bigger, more profitable jobs.

This renders our cost-per-appointment quite a bit less than others who mail ads for us, and this is exactly what I look for in determining the value of any advertising mechanism in which invest.”

Scott Russom, GM-Replacement Division  
Pella Windows & Doors / St. Louis

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