

NEWS RELEASE

January 30, 2018

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MUDLICK MAIL POSTS DOUBLE DIGIT SALES, CUSTOMER GROWTH IN 2017

Acworth, GA – Direct mail provider Mudlick Mail posted double digit gains in both sales and customers in 2017, marking the eighth consecutive year of revenue growth for the company. The company’s customer base now stands at more than 11,000, a more than ten-fold increase over the last five years.

The company’s production also jumped from 2016 to 2017, with Mudlick mailing 150 million more pieces of mail last year, 16 million more than the previous year.

“We are proud to have sustained our growth after a decade in business and credit our unique approach to direct mail for our continued success,” said Mudlick Mail President Tim Ross. “We treat our customers as partners and work closely with them to help them achieve their advertising goals.”

Last year, Mudlick expanded its outreach to more small, independent business owners, who often struggle with how to advertise effectively. Demand for services from that segment of the market helped fuel the company’s gains in 2017. Mudlick is also serving a wider array of industries than when it initially launched, ranging from automotive repair, HVAC, Fitness, Dental, to political campaigns.

While forging strong relationships with smaller companies, the company also formed partnerships with select powerhouses last year, including AAMCO and Bridgestone / Firestone. In addition, the company continues to form affiliations with key associations, including the American Dental Support Organization (ADSO) and NEXSTAR (Independent Residential Contractors Network).

Mudlick is known for its in-depth demographic research, which allows business owners to direct their marketing efforts based on key demographics including income, household make-up and net worth. The company also offers a turn-key suite of direct mail services, including postcard design, printing, listing services, postage and delivery for one flat fee. The company’s additional benefits include:

- A dedicated account manager, who serves as a single point of contact for all of a client’s needs and offers campaign guidance
- Free market analysis, to help identify the best possible campaign targets

- A free call tracking number to help clients capture all in-bound leads generated by their direct mail campaigns and provide immediate feedback to help improve customer conversion.
- The ability to turn around campaigns within 24 hours
- ROI analysis reports to measure a campaign's effectiveness

In addition, Mudlick offers “learning centers” for a variety of industries on its website, where business owners can view case studies, watch how-to videos and webinars and gain marketing and operational tips.

About Mudlick Mail

Since 2008, Mudlick Mail has used its customized direct mail campaigns to help thousands of business owners. The Mudlick Mail team delivers premium value through specialized expertise, accountability with advanced campaign analytics, and proactive customer communication. Mudlick Mail's goal is to help business owners attract, acquire, and retain customers at the highest levels.

For more information visit: www.mudlickmail.com