

## 'Direct mail offers best ROI' - survey

A survey of market professionals conducted by Advertising Age has revealed that direct mail was the most favoured strategy to increase ROI, while the Internet came in second. A majority of respondents said current ROI measurement tools are inadequate, and 33% of CEOs surveyed said proving ROI should be the responsibility of ad agencies.

Source: www.adage.com

For more, visit: https://www.bizcommunity.com