

Ruf Strategic Solutions Receives AMBIT Award from Kansas City Direct Marketing Association for Direct Mail Campaign

OLATHE, Kan. --- Kansas City's direct marketing elite recently gathered at Boulevard Brewing Company for the **2013 [Kansas City Direct Marketing Association \(KCDMA\) AMBIT Awards](#)**. Ruf Strategic Solutions was honored for its "[Samson Dental Free Whitening for Life](#)" direct mail campaign, which achieved a staggering 518 percent return on investment in just six weeks!

Jake Ruf, CMO of Ruf Strategic Solutions, was ecstatic about the honor. "It was a privilege to accept this award in recognition of our contribution to the **Samson Dental Practice Management** marketing campaign," said Ruf. "We're always looking for innovative ways to help our customers achieve their marketing goals. We were honored to be working with the team at Samson who understands the critical role of marketing analytics. I am especially proud for Ruf Strategic Solutions to be recognized by the **KCDMA** and to be part of this special group of 2013 award winners," said Ruf.

The Samson Dental "Free Whitening for Life" campaign leveraged Ruf Strategic Solutions' marketing intelligence to identify and locate their most profitable patients. Using the resulting highly targeted mailing list featuring 15,000 of their most ideal prospects, Samson Dental Practice Management (DPM) acquired 494 new patients. Each new patient spent an average of \$150 more per visit than existing patients. In just six weeks, the campaign yielded \$222,551 from a \$35,989 investment, a 518 percent return on investment!

Stephen Valenti, director of marketing of Samson DPM, praised Ruf's efforts. "Ruf has creativity, knowledge and expertise," said Valenti. "They walk you through every step of their solution and tie it to an objective. They're amazing."

The KCDMA's annual AMBIT Awards recognize direct marketers who rise above the crowd in technical innovations, social marketing forums, printed materials, mobile apps, digital and traditional mediums and well-designed websites and tweets.

Ruf Strategic Solutions is passionate about its clients' success. Since 1976, Ruf has been helping results-oriented marketers achieve their goals with rich consumer insights and intelligent tools that engage their audience, drive conversion and maximize marketing ROI. Ruf's solutions integrate, automate and optimize your BIG data, transforming it into the real-time knowledge you need to make smarter, data-driven marketing investments. Ruf's expertise, innovative solutions and commitment to service empower you with truly actionable and measureable marketing intelligence!

###