



Situation

A leading DRTV company asked LSC to help them launch their online business. They sell exercise related products and are also marketers of nutritional supplements, books, and other related products. Due to increased competition, an uncertainty over air-time rates and other market factors, the client decided there was a need to create a customer relationship program offering relationship benefits (product information, FAQs, tips for use, testimonials) and up-sell / cross-sell offers.

Solution

LSC built a custom email platform with advanced segmentation that is capable of tracking inbox deliverability, clicks, unique click-throughs, sales and shopping cart abandonment. In addition, to the deployment technology, LSC provides proactive customer service with tangible ROI benefits. This approach allows the client to spend less time worrying about email logistics and more time focused on all marketing efforts.

Results

The program has provided a steady stream of incremental up-sell revenue, an effective means for reactivating older customers, and increased customer lifetime value due to high interest in non-sales communications as well. To date, the average unique click rate is over 1% (29% for redeployment emails) and the average open rate is about 10%. First deployment emails have yielded an average of a 10% click to open ratio and 1 out of every 10 people who opened the email also clicked a link as well. Redeployment to clickers has yielded an average click to open rate of 16% or 1 in every 6 customers. Sustained inbox deliverability is over 95%.

About our Team

LSC has helped hundreds of companies with their marketing needs for over 25 years. We provide our clients with the data they need to understand customer behavior. Our data and delivery solutions are very accurate. We offer very accurate consumer data, business data and processing options to increase profitability. LSC offers strategy for increasing your ROI in the following disciplines:

- List and Insert Management and Brokerage

- Service Bureau specializing in direct mail, email deployment and program management, list rental fulfillment

- Search Engine Marketing & Web Optimization

- Customer Acquisition Marketing (PPC, Viral, CPA, Lead Generation)

Expert Solutions...

Offering the right message at the right time through the right channel is called customer relationship management (CRM). CRM is the ability to execute one-to-one marketing solutions that offer customized content to each customer that makes each offer more relevant and valuable. Allow LSC to manage your next direct mail, email or search campaign to see what a difference we will make.