



Situation

A long-time traditional direct marketer of two large and profitable magazines, asks LSC to help them launch their online business. In addition to selling magazine subscriptions, they are also marketers of their own books, DVDs and other content rich media, which until this point had only been sold via traditional direct mail channels. The client had recently upgraded their website to include ecommerce capabilities which would allow for selling aforementioned products through the website. Increased competition and rising costs in conventional channels created the need to drive traffic to the website and to grow a client up-sell and retention email program.

Solution

LSC prepared a custom email platform capable of advanced segmentation that is able to track inbox deliverability, clicks, unique click-throughs, sales and website abandonment. In addition, to the deployment technology, LSC provides proactive customer assistance that provides 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 publisher is reactivating older customers, up-selling current subscribers and increasing their customer's lifetime value by offering relevant weekly content. Average unique click rate of over 5%, average open rate of nearly 30%, click to open ratio of nearly 50% (1 out of every 2 people who opened the email also clicked a link as well), sustained inbox deliverability of over 95%. All of these metrics are substantially higher than median industry benchmarks. Client experiences 10-15% click through rates for house file mailings on a regular basis.

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.