



Situation

A leading retailer asked LSC to help them promote their stores. They sell consumable product goods such as cosmetics, nutritional supplements, books, DVDs 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 tangible benefits (product information, FAQs, tips for use, testimonials) and special promotions for retail locations.

Solution

LSC built a custom email platform with advanced segmentation that is capable of measuring ROIs, tracking inbox deliverability, clicks, unique click-throughs, sales and shopping cart abandonment. LSC's staff of proactive customer service representatives trains end-users on best practices and effective techniques with tangible benefits. Our approach allows the client to spend less time worrying about email logistics and more time focused on all marketing efforts.

Results

The program continues to provide a steady stream of incremental revenue by offering coupons and special offers redeemable in the stores. These efforts have led to tangible increases in traffic. Additionally, by using email to reactivate older customers, the client is able to drive customers to in-store events with special offers that lead to more engaged customers and an overall higher lifetime. Relevant offers, sustained inbox deliverability that remains over 95% and 10-15% click through rates combine to grow this channel very effectively.

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.