

### **Situation**

LSC was working as the List Manager for a consumer products goods (CPG) company. This particular CPG client had a continuity program on the market and product was being delivered to consumers on a monthly basis. With incremental revenue virtually “maxed out” on the List Management side of the business, this CPG client asked LSC what, if any, opportunities existed to generate additional incremental revenue. While this client was open to hearing ideas, they were highly sensitive to implementing anything program that might have an adverse affect on the perceived value of the brand as well as the loss of incremental revenue from the existing List Management initiative.

### **Solution**

LSC conducted a market analysis and identified similar types of companies who offered insert media programs to third party marketers and advertisers as the best solution. LSC then recommended and launched a ride-along (RAL) program on the client’s behalf as the first step to generate additional incremental revenue. LSC prepared a sales and marketing program which targeted likely advertisers. LSC also provided projected budgets for both initial tests and negotiated rollouts.

### **Results**

After a slow and cautious start which generated less than \$50,000 in year 1, LSC has built a variety of insert programs for this client that generates over \$1,000,000. The program that started with just one ride-along program now includes 6 different opportunities for marketers to reach this sought after audience, including:

Ride Alongs  
Package Inserts

First Time Buyers  
Continuity Buyers

Statement Stuffers

### **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.