



### **Situation**

At the turn of the century, the 21<sup>st</sup> century that is, LSC was selected as the List and Insert Manager for a traditional catalog company. LSC was selected as the vendor of choice based on a promise and a plan on how to increase incremental revenue on both sides of the business. LSC was generating increased revenue on the List Management side of the business but now the question is: “What to do on the Insert side of the business?”

### **Solution**

LSC conducted a market analysis and identified similar types of catalog companies who offered Package Insert Programs, (PIPs), to third party marketers and advertisers. LSC was also able to identify marketers who should have been participating in the Insert Program, but who were not. LSC then recommended a re-launch of the PIP program on the client's behalf as the first step to generate additional incremental revenue. LSC prepared a sales and marketing plan which targeted likely advertisers. LSC also provided projected budgets for both initial tests and negotiated rollouts.

### **Results**

After a cautious start in year 1, LSC has built an Insert Program for this catalog client that now generates over \$1,000,000 in revenue per year. From 2001 to the end of 2007, LSC has increased Net Revenue by 150%. This client is now willing to explore new opportunities for additional incremental revenue. In addition to the PIP, this client is considering accepting Blow-Ins into their catalog. (Previously, they would not consider allowing Blow-Ins in their catalog.) Right now, LSC is conducting an analysis of insert weight and postage to determine the number of Blow-Ins which can be accepted into the program without increasing postage.

### **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.