



LSC Email Append and Email Deployment: A Good Investment

List Services helps our clients to achieve success with email appends and email delivery services. These processes are a great way to engage recent buyers and re-engage lapsed customers with new offers to generate sales.

Below are results from a golf product catalog for which LSC provided email appends and campaign execution services. With an initial investment of \$15,000 (both e-append and email delivery,) this client generated \$58,900 sales over a 45-day time period.

Results from Initial Email Append:

Offer 1:

Email Delivered: 270, 159
Gross Sales: \$34,277.71
Average Order: \$29.22
Sales per delivered: \$.13

Offer 2:

Email Delivered: 103,867
Gross Sales: \$10,499.34
Average Order: \$52.24
Sales per delivered: \$.10

Offer 3:

Email Delivered: 149,034
Gross Sales: \$14,187.51
Average Order: \$58.52
Sales per delivered: \$.095

Note: LSC managed the contact stream/segmentation and campaign execution for all promotions

Results from Subsequent Offers:

Since the initial campaigns, LSC has developed and managed an elaborate set of customer communications aimed at delivering content and sales opportunities. By applying best practices, LSC and this marketer have mapped out a customer contact stream for every segment of customer (buyers, inquiries, lapsed customers). Below are results for the additional campaigns that were created and are now part of the customer's rotation of offers and content.

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LSC can help your Catalog Business

LSC will design a campaign execution program that will increase your email marketing results. LSC has developed a set of best practices that go beyond making sure the email gets delivered (which happens over 98% of the time). Website Re-Engagement, Social Networks, Blogging Capabilities and Direct Desktop Delivery add the tools that you will need to increase your profitability and enhance your customer's experience with you.