



Multi-Channel Golf Company

Business Challenge

Prior to November 2008, a major golf cataloger & online retailer had had little to no success with their customer e-mail programs. Because of their existing relationship with LSC in managing their CRM and lead generation programs, they asked LSC to help in October of 2008.

Solution / Results

LSC developed a 90-day test plan with the purpose of engaging their self-reported e-mail customers. LSC developed three separate offers and within the first 30 days, demonstrated measurable results and a potential for a new revenue stream. See below:

Product 1:

E-mail Delivered: 270, 159
Gross Sales: \$34,277.71
Total Orders: 1,173
Response Rate: 0.43%
Average Order: \$29.22
Sales per delivered: \$.13

Product 2:

E-mail Delivered: 103,867
Gross Sales: \$10,499.34
Total Orders: 201
Response Rate: 0.06%
Average Order: \$52.24
Sales per delivered: \$.10

Product 3:

E-mail Delivered: 149,034
Gross Sales: \$9,187.51
Total Orders: 157
Response Rate: 0.11%
Average Order: \$58.52
Sales per delivered: \$.06

Once successful e-mail templates, offers, subject lines and delivery days were identified, we turned our efforts to identifying new avenues for building the e-mail database. The e-mail append of the customer database proved a very profitable exercise. This process added 130,000 customers to the database (0-48 month buyers). The initial deployment alone generated \$53,000 in sales over a 45-day time period and the total contribution from these names is better than \$100,000 and growing.

Almost a year later, we continued to deliver measurable results one campaign at a time. E-mail deployments have been in excess of 6,000,000 million e-mails delivered smartly and effectively to the 0-72 month universe. Gross sales have exceeded \$900,000.00.

Next Steps

LSC continues to exceed client expectations by maximizing revenues opportunities, and providing ROI justification. Moving forward, we will continue to improve the bottom line by maximizing functionality and benefits from following features:

- E-mail deployment strategy and segmentation
- Website customer reengagement
- Transition marketing for both buyers and inquires
- Engage recent buyers or re-engage lapsed customers
- HTML auto responders
- Inbox delivery monitoring