

## CONSUMER E-MAIL APPEND CLIENT SUCCESS STORIES

Hundreds of organizations trust List Services Corporation (LSC) to manage their customer files. LSC builds, cleans, and updates their databases using the highest industry standards for data hygiene, data matching and data appending – including email addresses. The benefits each client realizes from LSC’s approach are higher match rates, better data quality, and guaranteed delivery — which lead to higher revenues and reduced costs.

Client	Problem	Input Records	Solution
Direct TV Marketer	Client needed cost effective channel to provide customers with new product offers and information.	800,000	LSC cleansed the database verifying deliverability for each email address and ultimately saving 60% of them. LSC then provided new emails for 24% (76,805) of the bad addresses identified during the clean-up.
Publisher of Health Care Products	Client wanted to grow advertising revenue for their online newsletter and create a new channel to test offers.	250,000	LSC provided client with 45,000 new email addresses which were highly responsive to client offers. Unique click through rates average 15% weekly for newsletter deployments.
Continuity Marketer of Consumable Products	Client needed to establish cost effective communications relating new offers and benefits of program that had already been purchased.	450,000	LSC provided 90,000 new email addresses that respond very well to upsell offers. ROI’s for upsell campaigns remain at 300% for the last 12 months for this program managed entirely by LSC.

### Other Typical E-Mail Append Results

Industry	Input Records	Match Rate
Catalog – Collectibles	180,000	25.1%
Retail – Sporting Goods	750,000	23.4%
Publishing – General Interest (female)	567,000	22.5%
Political – Fundraising	1,120,000	19.1%
Publishing – Cooking	900,000	18.7%
Publishing – Newspaper	600,000	16.9%
Continuity – Books	1,200,000	16.5%
Catalog – Music	800,00	15.9%