



# Ad Revenue Case Study

**...circulation increased 10 times and inbox deliverability improved to 99.6%...**

## Situation

A consumer publication hired LSC Digital to better engage their customers with newsletter content and to build revenue opportunities through ad sales and product sales.

## Solution

LSC Digital built a CRM platform that automated the delivery of eNewsletter content and optimized the display ads. The platform optimized content to reader's preferences and then displayed the most relevant advertising. LSC Digital was also able to develop several opt-in segments that are displayed weekly and are sponsored by a key advertiser.

## Results

In a 2-year period, the circulation increased 10 times and inbox deliverability improved to 99.6%. With the growth in these sectors, the publisher now has a growing stream of advertising revenue. In addition, they have been able to increase online product sales using email, targeted email follow-ups and website reengagement strategies.

