



DRTV Case Study

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Situation

A leading DRTV company asked LSC Digital to help them launch their online business. Due to increased competition, an uncertainty over air-time rates and other market factors, the client decided there was a need to create a customer relationship program offering relationship benefits (product information, FAQs, tips for use, testimonials) and up-sell / cross-sell offers.

Solution

LSC Digital built a custom e-mail platform with advanced segmentation that is capable of tracking inbox deliverability, clicks, unique click-throughs, sales and shopping cart abandonment. In addition, to the deployment technology, we provide proactive customer service with tangible ROI benefits. This approach allows the client to spend less time worrying about email logistics and more time focused on all marketing efforts.

Results

The program has provided a steady stream of incremental up-sell revenue, an effective means for reactivating older customers, and increased customer lifetime value due to high interest in non-sales communications as well. To date, the average open rate is over 10%. First deployment e-mails have yielded an average of a 10% click to open ratio. Sustained inbox deliverability is over 95%. Overall, this direct channel will contribute over 10% of the company's revenue in 2010.

