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Situation

Prior to November 2008, one of the largest golf catalogers in the United States had little experience in online marketing and deploying digital offers to their customer database.

Solution

LSC Digital built a CRM system capable of deploying the most appropriate offer to each customer. The system scored customers based upon their previous buying habits, promotion preferences and other proprietary marketing metrics.

Results

Almost a year later, LSC digital continues to deliver measurable results. The total projected 2010 revenue from this channel is estimated to account for nearly 15% of total sales and nearly 25% of their profit. The client is also now spending less on catalog mailings due to the success of their e-mail campaigns.

LSC Digital exceeded this client's expectations by maximizing revenue opportunities and providing ROI justifications for the following features / benefits:

- Email deployment
- Website Reengagement
- HTML auto responders
- Inbox deliverability monitoring
- Much, much more...

