

**...the publisher is reactivating older customers, up-selling current subscribers and increasing their customer's lifetime value...**

## Situation

A publisher of several large and profitable magazines asked LSC Digital to help them build their online business. In addition to selling magazine subscriptions, they also market books, DVDs and other content rich media, which until this point was only sold via traditional direct mail channels. They cited increased competition and rising costs in conventional channels as their driving need to drive traffic to the website and to increase customer loyalty affordably.

## Solution

LSC Digital prepared a custom e-mail platform capable of advanced segmentation that is able to track inbox deliverability, clicks, unique click-throughs, sales and website abandonment. In addition, to the deployment technology, we also provide proactive customer assistance that leads to tangible ROI benefits. This approach allows the client to spend less time worrying about e-mail logistics and more time focused on all marketing efforts.

## Results

The publisher is reactivating older customers, up-selling current subscribers and increasing their customers' lifetime value by offering relevant weekly content. Average unique click rates are over 5% with an average open rate of nearly 30%. Sustained inbox deliverability is over 95%. All of these metrics are substantially higher than median industry benchmarks.

