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Situation

A leading retailer asked LSC Digital to help them promote their stores through e-mail marketing. They are a seller of consumable product goods such as cosmetics, nutritional supplements, books and DVDs in an extremely competitive business.

Solution

LSC Digital built a CRM program offering tangible benefits (product information, FAQs, tips for use, testimonials) and special promotions for retail locations. The system offers an e-mail platform capable of measuring promotion ROIs as well as inbox deliverability, clicks, sales and shopping cart abandonment. Our staff trained the client on how to use the platform and on best practices.

Results

The program provides a steady stream of incremental repeat business by offering coupons and special offers redeemable in the stores. These efforts have lead to tangible increases in traffic and sales to existing customers. The system also offers an affordable way of reclaiming and promoting older customers and for attracting new customers. Using in-store events with special offers, surveys and special coupons, overall lifetime value has increased significantly.

