



Email marketing is the most cost-effective way to market your products and services. As a sales tool and a loyalty / branding tool, no channel or method can compare with email marketing. LSC provides the tools and expertise to build a very profitable email marketing program

The Next Generation in eCommunications

LSC Direct|Delivery is a multi-capable messaging platform that includes database and list management, segmentation, A/B testing capabilities, extensive creative abilities, and robust reporting. Direct|Delivery is secure and generates approximately 3X the results of standard email when used to deploy campaigns directly to customers and prospects. As a result, LSC enables our clients to solidify important relationships, create top-of-mind awareness, and enhance their brand.

Right Message, Right Audience, Right Now!

The Direct|Delivery communications method is a unique technology that integrates with email to get the right message to the target audience. Our sophisticated database and list management functions include: Rules-based segmentation. Select matching records from your database and maintain active lists for targeted campaign deployment.

- Activity-based segmentation. To improve targeting and campaign performance, you can automatically create activity-based lists using real-time data such as open, click and conversion metrics.

- Recipient management control. The end user can manage the types of campaigns and communications received and also the frequency that they receive them.

- When important messages need to get to the consumer, an icon on their computer desktop alerts them that they should retrieve a message.

Campaign management is at your fingertips!

Direct|Delivery is a user-friendly platform offering the ability to develop effective campaigns quickly. After choosing a template, writing copy, and uploading graphics you are on your way to previewing your HTML message. Standard templates are available as well as couponing capabilities and multi-language settings.

Reporting from all angles!

Metrics on your customers on how they reacted and responded are all available – allowing you to make the best decision for future communications. You can see exactly how many people open a particular campaign and identify the most popular links. Determining unique clicks, compare message versions and drilling down to trends are also a reality.

