

LMS Adds to Firm's Healthy Return on Investment

Industry

Global Organization promoting health and wellness information and products.

Business Challenge

With a vast product offering and changing needs of their consumer base, the challenge had been to get better response rates (RR) without adding considerable cost to marketing budgets. The goal was to increase the predictable ½% RR from existing control collateral.

Solution

With over 16 years of results data across a broad spectrum of businesses, LMS has an arsenal of strategic business rules that result in reasonably predictable and sustainable RR. Working with the client, LMS' marketing analysts compiled a plan for testing and documenting empirical RR data from communication pieces within a finite prospect universe. Results from controlled tests allowed the client to review quantifiable and actionable business rules to implement. A statistical "benchmark of acceptability" within a prospect universe was consistently achieved.

Benefits

The resulting data business rules become a customized model for the client to integrate during each campaign. With an ongoing analysis of performance metrics, frequent reviews of success metrics are continually validated. Specifically, given client permission to create best practice business theory allow for a continuous improvement mentality to campaign success.

- USPS NCOALink™ (National Change of Address)
- USPS DSF2® (Delivery Sequence File - Identifies Deliverable Addresses and Specific Address Attributes)
- LMS' Data Ginzu™ software application

About Health Company

As a global organization promoting health, wellness information and products, this client reaches millions of members and non –members alike through various forms of published media. With an extensive and long-standing customer base, their acquisition strategy is to attract, engage with category high involvement enthusiasts through a variety of acquisition packages.

For further information contact:

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Results

Applying business intelligence rules into marketing objective solved problems, created efficiencies and reduced costs per acquisition.

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About LMS, INC.

As a leading provider of direct marketing services, LMS offers many valuable tools to assist in accomplishing goals and objectives. Based on the simple belief of providing unparalleled service, LMS has proven that a combination of accuracy and results are invaluable to any marketing campaign.

Over the past 15 years, we have refined our business methodologies and broadened our product offerings to meet the dynamic requirements of the DM industry. At the same time, we adhere to our original philosophy of providing great customer service with a commitment to quality and timely delivery.

The LMS philosophy is to *"Treat people with respect and courtesy – have their goals in mind and provide them the finest service available; not forsaking a single detail. Use knowledgeable, resourceful, specialists to produce an overall more efficient and effective campaign."*