



LSCDigital

Data Processing
Services



Finding new customer for your organization via direct mail can be challenging. The truth is that the amount of net deliverable names available has declined and success in the mail is more dependent than ever on your service bureau's expertise to evaluate how to reach your most promising prospects.

LSC has over 35 years of service bureau analytical experience. We offer our customers a complete data management solution that combines data processing services, analytical services and digital campaign support services. This full service approach allows you to meet your every need for successful direct mail campaigning including list acquisition, address standardization, file de-duplication, optimizing post merge results to identify the best potential responders and multi-channel support through email, online advertising and Facebook advertising to support you next in-home date.

Merge/Purge Solutions

LSC's marketing services team manages over a BILLION inbound names annually, including very active to occasional mailers. The services team has built a high quality merge/purge, address standardization, and output process that can quickly respond to tight mailing windows. Our services range from basic file de-duplication to more complex options including package rotation testing and matching multichannel responses back acquisition campaigns. Our proprietary reporting solutions will help you pinpoint list file overlap and support response rate analysis.

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Post-Merge Modeling Optimization

LSC creates sophisticated client-level models to select the best names from compiled lists. Using demographic, census, and client historical data, we can maximize results and minimize list rental costs. Our post-merge reporting can also help assess list performance and assist you in determining prospects who are the least likely to respond.

Combined Benefits

With LSC's complete data services, you can simplify and streamline your direct mail process and optimize timing and mailing costs. Combining the power of our list acquisitions services, merge/purge, and post-merge modeling enables us to provide a single, cost-effective solution to manage all of your data acquisition needs.

By incorporating merge/purge data services, we can:

- Identify data quality issues before they show up in the mail
- Easily handle large numbers and sizes of files
- Deliver files under tight timeframes
- Accommodate last-minute requests
- Provide expert assistance via our knowledgeable staff

Send Us Your Data

Send us your database and we will perform our proprietary Data Quality Report Card. Auditing your data is essential to ensure better-targeted and less wasteful marketing

Statistics show frequent changes in data can lead to decay of up to 40% annually.

This is why we offer a free of charge audit of your existing business or consumer data, so you can assess your current situation.



Set Up a Data Audit Today - - Get Started!

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