GETTING THE RIGHT FACTS FROM THE RIGHT FIGURES

We build a variety of descriptive and predictive models for acquisition, retention, attrition, incremental lift, churn, affinity, cross-selling, attribution, propensity, profitability, next-best action/next best channel, and more.

A World of Data

LSC provides access to more then 1,000 data variables, more than 100 modeled lifestyle propensities and a wide array of financial-related insights and behaviors that deliver unique customer insights.

- 50+ demographic selects
- 400+ behavioral & lifestyle indicators
- Over one trillion household transactions
- Derived credit data
- Financial propensity clusters
- Insurance propensity clusters
- Health propensity clusters

Customer Modeling & Segmentation

Our modeling and segmentation services uncover customers that will generate the most revenue for your business. We build a variety of descriptive and predictive models for acquisition, retention, attrition, incremental lift, churn, affinity, cross-selling, attribution, propensity, profitability, next-best action/next best channel, and more.

We believe in accountable marketing and are dedicated to helping you effectively leverage data and insight through these services.

Get Started

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Perfectly ● Targeted ● Marketing