



LSC offers an integrated solution for housing your customer information in a database and utilizing this information to dramatically improve campaign results.



### LSC Database Services:

Direct Marketers continually seek new ways to improve campaign profitability. List Services Corporation (LSC) has the experience to create a database of your customer information and also provide the tools to leverage the use of this data to optimize your return on marketing spend (ROI). Our product is called **ActionBASE**.

**ActionBASE** is a marketing database suite that structures customer data in a very efficient manner allowing marketers complete access to all marketing and fulfillment data in an easy to learn and quick responding environment. It supports such tasks as list segmentations and fulfillment, customer segmentation, customer and product profiling, campaign management, modeling as well as offering a comprehensive reporting package.

### LSC ActionBASE Benefits include:

- Insight into your customer base
- Understand who your best customers are
- Improve campaign response rates
- Reduce promotion cost
- Improve ROI
- Resuscitate older customers
- Promote the right product to the right customer at the right time
- Improve cross sell and up sell
- An integrated solution for your marketing needs
- Understand customer lifetime value (LTV)

### Types of Database Services:

- Database build and maintenance
- Database auditing
- Data analysis on the fly
- Data analysis visualization tools
- Selection Planning
- Campaign management
- Modeling/Segmentation
- Reporting – standard and ad hoc

### Other Benefits include:

- Reduced IT involvement in getting/analyzing data
- Quick turnaround on analysis
- Marketers can explore data, not just statisticians
- Output capabilities can reduce time in process for many mailing related functions