



DataMatch Publisher's Base is our proprietary file of individuals who have recently subscribed to a consumer magazine, newsletter or newspaper. These leads are enhanced with 100 data variables and can be modeled against your best customers



Dynamic Address Processing Solutions:

LSC has been providing innovative marketing services solutions since 1980. Our technology team first ran merge/purge systems in 1984 and now runs processing on over a billion names annually for over 300 clients.

Now, LSC can offer a database focus to our merge/purge services. LSC is bringing innovation and superior technology to the data processing arena and the benefactor is our clients. We aim to improve our client's profitability and produce growth by acquiring new profitable subscribers. We accomplish this by utilizing a unique blend of industry experience and cutting-edge technology. Our next generation software incorporates the following techniques into our modeling environment:

- Data Mapping - finds successful universes others miss
- Model Tuning - improves model stability and longevity
- Time Zero - our database remembers itself at all past points in time

How it Works:

Send LSC your customer file, we will profile it to DataMatch, provide a match report and suggest selects to test. Those selects will be mailed and then the results will be optimized with a regression model. The resulting model will provide a responsive universe of profitable subscribers.

Specifics:

| | |
|--------------------------------------|-----------|
| DataMatch Publisher's Base Universe: | 5,000,000 |
| Quarterly Hotline | 1,300,000 |

Demographics

| | |
|----------------------|---------|
| Age Select | inquire |
| Income Select | inquire |
| Presence of Children | inquire |

Interests

| | |
|-----------------------|---------|
| Space and Science | 403,722 |
| Fiber Arts / Crafting | 299,000 |
| Weight Loss | 533,000 |
| Wellness / Health | 780,000 |

