



# List Services CORPORATION

Data Processing Services

*Merge/Purge and more...  
LSC offers expertise on  
processing applications  
and insight on what  
services are needed to  
be more profitable.*



## The List Services Approach:

Experience and performance in direct marketing is what makes List Services Corporation (LSC) the choice of many successful companies for their computer services. LSC plays a vital role in managing and enhancing information captured through state-of-the art data hygiene and marketing analytics.

LSC offers the ability to capture and organize customer data including dates, dollar amounts, store numbers, subscription data, phone numbers and email addresses. Most fulfillment systems provide the ability to mine customer data and segment customer lists for promotions, but they lack the analytical or special reporting tools needed to run and assess a successful campaign. This is exactly where LSC's data processing center experience, coupled with our suite of campaign management, analytical reporting and business reporting tools, would be an asset to any marketer.

## LSC Production Benefits include:

Our ability to provide an accurate 360-degree view of each unique customer and customer segment.

Maximizing names and addresses for USPS deliverability, occupancy verification and postal discounts.

Matching mail files back to transactions to gauge promotion responses through reverse telephone appends, ZIP name capture and name and address recognition, with or without coupons, finder numbers, mail keys or other tracking devices.

Increasing response rates through targeting the most relevant customers for any communication.

## Examples of our services:

- Merge/Purge, NCOA<sup>LINK</sup>, DSF, LACS, & Deceased Processing
- Database Creation & Management
- Advanced Segmentation and Campaign Management Consulting
- Modeling and Analytics
- Lead generation
- Demographic Attribute Appending

## Examples of Analytical Capabilities:

- Trading Area Definitions / Market Summaries
- Customer Value Optimization / Reporting
- Multi-Channel Analysis for Direct Mail, Internet, and Phones
- RFM+ Scoring

