



Modeling enables a marketer to target higher responding prospects thereby increasing campaign ROI.



List Services Modeling:

Direct Marketers continually seek new ways to improve campaign profitability. LSC can create a model of your data to maximize your mailing effectiveness.

Marketers ROI is directly related to how well they know their customer and how well their marketing programs cater to their needs. LSC can provide segmentation consulting and modeling services to exclude or include records from a promotion for increasing bottom line profits. LSC analyzes house files or database files to target the top groups for promotion.

Experience is What Counts:

LSC consults with our publishing partners on developing and applying model scores to promotion files. LSC's models help publishers determine how deeply they can mail individuals deep into a file using likelihood to subscribe as the dependent variable.

How LSC Modeling Works:

LSC will match your customers and transactions to LSC's *DirectBASE*® system. *DirectBASE*® appends LSC's unique combination of demographic, lifestyle, and proprietary transactional information. LSC will then build a model to determine strong and weak traits of those individuals, such as age, gender or buying habits, etc.

Once your customers have been modeled, LSC will then provide a profile along with counts showing rankings and scores for how likely someone is to subscribe.

Publishing Models:

Prospect Models: Prospect models are matched against the LSC databases to determine strong and weak traits of the individuals submitted, such as age, gender or buying habits. The output of the model is then narrowed down and scored to determine potential subscribers in outside files.

Expire Models: Like prospect modeling, except this type of modeling will help determine which previous customers are prime for re-subscribing. This source of leads can be very profitable as they represent much lower promotional costs because there are no incremental costs for these leads.

Upsell Models: Publishers commonly upsell books, CDs and other relevant products to their customer and expire files. LSC modeling can determine which products should be offered to which customers.