

### **Data Management and Procurement Services Overview**

LSC has been representing retailers in their list management, insert management, list brokerage and insert brokerage programs since 1980. LSC has been in the database marketing and service bureau business since 1984. Our corporately owned and operated data center is located at our headquarters location. Our secure, state-of-the-art operation will add value to your campaigns by making them more profitable. LSC owns over 200,000,000 consumers and 20,000,000 businesses. This data contains over 100 variables that we will use to provide you with a full 360 degree view of your customer. This information will help to determine the best approach to market to them profitably.

### **Data Driven Technologies**

LSC will tell you who your customers are. LSC provides key demographic information - age, income, sales volume, SIC, etc. - to target prospects more effectively. LSC's approach reduces spend by refocusing campaigns on marketing to prospects that will buy at a higher rate.

### **Data Hygiene Approach / Delivery Approach**

On average, 20% of the residents in the United States move or make a change to their address each year. NCOA and other address change management services can help detect most of those moves. LSC can find the rest. Where other service bureaus offer NCOA, LSC offers advanced hygiene services that increase that effectiveness of NCOA and related USPS products. Our data management solutions will make your business more profitable by doing the following:

Assuring your customers' names, addresses, telephone numbers and email addresses are accurate  
Improve the effectiveness of your next campaign by offering advanced data hygiene services like NCOA, DPV, Deceased Processing, DMA Pander suppressions and more  
LSC will deliver more mail, provide more valid phone numbers and deliver of 95% of your emails because our data and delivery technologies are best-in-breed and maintained by a knowledgeable, experienced staff

### **More Database Marketing Choices**

LSC currently maintains over one hundred different marketing programs with each of these having different update frequencies and project scopes. For every update, each partner is afforded a specific project plan that is well documented and executed by an experienced team. These project teams are staffed by experienced personnel whom truly differentiate LSC from other service bureaus.

LSC provides services that are competitively priced and those services will provide significant gains in the form of more effective campaign results. Contact us today to find out more about how LSC can help today.

### **LSC Retail Clients**

Alliance Data Systems  
David's Bridal  
Eastern Mountain Sports  
Jack Stack's Barbecue  
Limited Too  
Justice for Girls  
Modell's Sporting Goods  
Pricilla of Boston  
Stonewall Kitchens