



List Services

CORPORATION

Segmentation and Modeling Services

LSC consults on how to segment your house file by recency, frequency, and monetary value (RFM) and also on order channel and type of web activity,



The LSC Approach:

Multi-channel merchants are looking beyond conventional RFM metrics for segmenting their customers for direct marketing campaigns. The impact of the Internet has changed how we look at lower value customers. For many mailers, a direct mail customer spending less than \$30 is consistently outperforming web buyers of equal or even greater value.

Marketers are now faced with adding channel metrics and even types of web buyers to their mail segmentations. LSC provides segmentation consulting and modeling services to exclude or include records from a promotion for increasing bottom line profits.

Why LSC Segmentation Works:

LSC analyzes house database files to identify and to target the top groups for promoting. LSC can suggest the best contact strategy by analyzing promotion history, RFM metrics and channel preferences. Our proprietary approach to segmenting buyers based on purchasing behavior and promotion history provides measurable benefits that are nearly impossible to obtain using traditional processing techniques

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 purchase.

Types of Models:

Customer Experience Models:

To be successful in highly competitive markets, companies have to create innovative customer experiences that demonstrate they are putting the customer first. LSC cross-sell, up-sell, retention and reactivation models help multi-channel merchants maximize their relationships with their customers

Prospect Models:

LSC selects frequent buyers from relevant sources to increase the response of your next campaign. LSC's uses *DirectBASE*®'s combination of demographic, lifestyle, and proprietary transactional information to select the best prospects for campaigning.

