



List Services

CORPORATION

Cooperative Database Consulting

Cooperative databases help catalogers, retailers and continuity marketers increase house mailing profitability and provide strong new leads...

New Leads and Reactivations of House Buyers:

Cooperative databases contain transactional data with detailed information on consumer purchasing and spending behavior. Each database uses different practices to compile their data and different predictive modeling techniques to identify those prospects or customers who will be responsive to each offer. Through these services, marketers lower the costs of customer acquisition, better leverage their current customer base, understand seasonal purchasing trends, increase the performance of 3rd-party lists and eliminate poorly performing names. Our strategic partners include:

LSC DirectBASE®:

LSC contracts with over four hundred national merchants of nearly every description; from cataloger and retailers to product buyers of almost every description. LSC purchases, licenses and processes millions of raw consumer transactions to maintain a clean database of consumers ready to subscribe to your next offer.

Abacus

For consumer-focused catalog and specialty retail marketers who are looking for a large universe of quality names to increase revenue. This is a blind alliance of over 1,550 catalog, online, and retail merchants offering shared data representing over 90 million households.

I-Behavior

I-Behavior's Cooperative database represents the largest SKU-level marketing database on the market offering members a complete array of database targeting and information services. They offer prospect name rental and custom affinity and response models. I-Behavior models also incorporate promotion history in co-op databases.

NextAction

NextAction is focused on delivering prospect names and activating non-buyer name sources through the cooperative participation of its members. Their prospect models deliver high quality names and incremental universes apart from clients' core list selections and other cooperative databases.

Prefer Networks

Prefer Networks is the first collaborative consumer database that aggregates consumer-purchasing data at the SKU level for use in every model.

Z-24

Z-24® Prospect Plus Database includes millions of mail order responsive households from leading catalogers willing to share their customers with other marketers for noncompetitive offers. Recent buying activity is a strong predictor of consumers' future purchasing behavior. By sharing their buyers for noncompetitive offers, hundreds of catalogers create a rich source of unique consumer marketing information for highly effective prospecting.

