



LSC's approach to Email Appending goes way beyond matching names and addresses to email universes. LSC offers performance based pricing that is offered by our in-house service bureau. Data appending, change of address services and data hygiene are all key components and should be considered when choosing a service provider.



LSC E-Append – CRME Append Services

It is a fact that online customers spend more money and have a higher lifetime value than offline customers. LSC Interactive can identify your customers who shop online utilizing LSC's proprietary CRME-Append (Customer Relations Management Email) Service.

The Benefits of E-Append

Permission based email is the most cost effective way to communicate with your customers. Communicating via email increases brand loyalty / recognition and reduces offline promotion costs. It is the most cost effective way of engaging customers in multi-channel dialogue; resulting in an increase to your customer's lifetime value. Useful, relevant information delivered via the email channel is an important relationship benefit that will cause consumers to remain loyal to a brand. Product relevance and brand loyalty are the top reason for repeat business.

E-Append Process

- You provide access to your file in a convenient format
- Email address is matched to your file on an individual or household level
- Multiple databases are utilized to maximize potential matches
- All matches are passed through an opt-in permission process required by law and needed to comply with Can-Spam requirements thus providing an opt-in file

LSC Interactive Append Advantage

As a leader in the direct response industry, LSC Interactive offers performance based pricing on matched records only. We have significantly higher match rate than our competitors as we manage the process directly with a hands-on approach. Our team will assist or write opt-in email copy to maximize acceptance rates as well as provide daily management through the entire process until completion. Lastly, LSC's approach is to manage and execute your conversion contact strategy.

