



Strategic Marketing Partners Who Maximize Your Results

Who We Are

Media brokerage is about more than just test recommendations. We have 36+ years of experience which has helped our clients to stay ahead of the competition. You will benefit from both "out of the box" thinking and proven approaches. We are experts in B2C and B2B campaigns. We provide access to online and offline data. We negotiate CPM, CPA and CPL deals. We obtain great results by sticking to the fundamentals of:

- Circulation Planning
- Category Analysis
- Competitor Analysis

Key Offerings

- Management of outside circulation and housefile segmentation*
- Application and allocation of multi-buyers, house/outside list multi-buyers and reactivations segments*
- Field group affinity category analysis
- Identification of field group campaign trends
- test grids built from affinity data
- What outside lists/data are your competitors using?
- What are the demographics of data/lists?
- When is your competition mailing; is seasonality a factor?
- What channels are working for them the best?

Get Started

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