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### **For Immediate Release:**

## **Direct Marketing Services Company Offers Statistical Analysis For Finding Probable Customers**

*List Management Services, Inc. Launches "Snap Shot" Program*

ORLANDO, FL March 3, 2011 — List Management Services, Inc. (LMS), an Orlando-based direct marketing agency announces the launch of a valuable service to clients, allowing them to use business intelligence to target high-probability prospects and market to them in a concentrated way. The program, known as "Snap Shot," presents statistical analysis on a client's in house data to ascertain how many prospective customers in certain geographic areas are most likely to respond to a given business or product based on "like customer" attributes.

To acquire this data, LMS first looks at a client's in-house database to pinpoint the types of "like" customers they may have. 29 demographic categories are used to assess exactly who is your best customer. This will generate a score reflective of these demographic characteristics, which, when coupled with zip code data, will produce charts and graphs that tell two things; first, how current customers rank within the 29 demographic categories, and second, how many "like" customers are in a given area, and how many are currently have in the database. LMS will supply a count report of prospect, pinpointing the pockets of opportunity, and provide proposals for the execution of "print and delivery" of a marketing campaign.

"There will be surprises and definite pockets of intrigue about current customers," Jo Ciccarello, Director of client Services said. "And that's the really exciting part; finding those clusters of facts about your existing customers that we can help them capitalize on."

For more information, contact LMS at 800-257-5902, and see how you can increase your customer base today.

### **About List Management Services**

Founded in 1995, LMS is a leading provider of best practice direct marketing solutions. LMS provides unsurpassed quality communications and production accuracy in all aspects of direct marketing.