

Professional Services

Understand and connect with your clients and prospects more effectively!

Trusted

Over 30 years of referrals have built our business. When clients come to us for help with a project, we ask questions and listen carefully to fully understand the goals. Our analysts approach their work with curiosity and are skilled at identifying and correcting data anomalies to achieve a more successful outcome.

Detailed

Lorton Data helps client marketing campaigns with our database services including cleansing and updating information, versioning, creating test and control packages, building PURLS and finder files, and analyzing campaign response.

Targeted

By understanding the client's best customer profile we are able to research and find highly targeted lists for marketing. We support multi-channel campaigns with a strong focus on direct mail and email.

Valued

Lorton Data helps clients build and maintain quality databases of their customers and prospects. We create profiles for clients who want to better understand their best customers, allowing them to communicate more effectively with current customers and prospects.

Data Security - A Top Priority

The security of your data is paramount. Lorton Data has a long history of establishing and refining its controls to secure client data in an ever-changing and increasingly connected world.

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Lorton Data is audited annually by an independent external organization under the requirements of the American Institute of Certified Public Accountants, and each year receives a SOC 2 Type 2 report for our data center and data processing.

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The SOC 2 Type 2 report puts strict audit requirements in place and sets a high standard that truly distinguishes Lorton Data from other SaaS data management providers. Because our processes and organization have been independently verified, you can be assured that a high level of internal controls and security are established and maintained. We have documented our internal controls for processing services, supporting our commitment to meeting regulations, standards, and a specific set of criteria as established by a widely recognized national trusted authority.

Printers & Lettershops

While printers and lettershops often handle their own data processing, some jobs require more expertise and advanced tools. Our mastery of data and sophisticated programs are well-suited for performing the work others dread and struggle to process.

Franchises

We assist in making sure the customer and prospect databases are set up appropriately to capture and maintain quality information. We set up maintenance schedules to update the contact information including adding and validating email addresses, mailing addresses, and phone numbers. We identify duplicates and merge the data from multiple contact records into one comprehensive record, giving the franchise a better understanding of that contact and reducing marketing costs. We assist in their marketing through careful segmentation and versioning for the targeted recipients. To close the loop we analyze the results of their campaigns and help them strategize the next steps.

Hospitality Industry

We work with casinos, hotels and other businesses that have loyalty programs and assist with building, maintaining, and analyzing their customer base. We profile their customers which helps us acquire highly targeted prospect lists for them. We execute response analysis after marketing efforts. We prepare segmented and multi-channel marketing communications.

Nonprofit Organizations

We help nonprofit organizations keep in touch with their current members, and prospect for new members. One particular area is with Public Radio and TV stations across the U.S. where we profile their current members and build a model to help them target prospective members most likely to respond; we refresh the model every two years. We work with hundreds of list sources to purchase names on behalf of the stations, suppress current members, and send the net prospects to the printer to mail an acquisition letter. We manage and execute this list co-op along with a mail co-op to make it more affordable for individual stations to purchase prospect lists and send acquisition mailings. We also assist with fundraising and marketing for events.

Educational Institutions

We work with staff in the printing and mailing operations of colleges and universities throughout the country. We have a platform that allows them to access our database cleansing and marketing services in a number of ways ranging from a very simple and friendly cloud solution to an automated enterprise system. We also work with Alumni Associations and facilitate their database maintenance and marketing.

Publishers

Each month publishers send us their subscriber file, and we make sure the mailing addresses are accurate and complete, look for people who have moved and update the addresses, then prepare the list for discounted postage rates and send it to the printer who mails the publication. We also prepare USPS-required audit reports every six months, to ensure the Periodical mailer is within the guidelines necessary to mail at Periodical postage rates.

Healthcare

We work with healthcare providers to clean their member files, profile members to assist in more effective marketing communications, and analyze the results of those marketing efforts. One healthcare provider sends invitations to their members for classes at their clinics. For this we assign the three nearest clinics to each member's home address and the location options are then listed in the marketing communication sent to the member.

Corporations

We provide claims audits for a company's healthcare, vision and dental claims, to analyze eligibility, non-matched claims, and financial reconciliation. This can include taking data from multiple providers, in different formats and from different systems, and creating a common format so it can be analyzed for business intelligence. When companies merge, we assist in bringing the data from the two organizations together. We merge accounting, marketing, sales, HR, and other databases together for a more streamlined operation.