DIGITAL REMARKETING SOLUTIONS

TOUCH™

TOUCH utilizes digital marketing channels and tactics to enhance direct mail strategies through a 360° approach. LSDM finds your audience online and targets them with a series of emails and digital ads that coordinate with your direct mail campaign. TOUCH is a powerful tool that is easy to add to your mail strategy and takes your results to the next level.

Our Process

We maximize campaign impact by appending targeted contact data including emails, phone numbers, and key attributes to boost match rates. Using your direct mail creative as the foundation, we develop coordinated email, display ads, and social ads that reach the same audience for increased exposure. Email deployment aligns with your direct mail in-home date, while display ads and social ads maintain daily impressions throughout the campaign, driving stronger engagement and higher conversion potential.

EMAIL ALERT
Notifies consumers to look for your mailed offer

DIRECT CONTACT
Direct mail reaches the consumer's mailbox

DIGITAL FOLLOW UP
Emails, display ads, and social ads echo your offering

INCREASE CONVERSION
Omnichannel campaigns improve performance

The Full Value of Working With Us

- Coordinated omnichannel campaign
- Multiple email deployments
- Targeted display ads and social ads
- All ad spend

- Email, display ad, and social ad creative
- Custom landing page
- Unique sender IP and domain
- Warm-up and drip strategy
- Blacklist suppressions and monitoring

lendingsciencedm.com | info@lendingsciencedm.com

PROGRAM LEVEL OPTIONS

Product	What We Do	What's Included
Touch 360°	• Email Append • Deployment • Social Advertising • Display Advertising	• Universe Append • Email Sends • 2 Social Ads • 2 Display Ads
Touch 180°	• Email Append • Deployment • Social Advertising	• Universe Append • Email Sends • 2 Social Ads • 2 Display Ads
Touch 90°	• PII Match • Social Advertising • Display Advertising	• Universe Match • 2 Display Ads • 2 Social Ads
Touch Email	• Email Append Deployment	• Universe Match • 2 Display Ads • 2 Social Ads
	• Additional Deployment	• 2 Total Email Sends
	• Additional Deployment	• 3 Total Email Sends

Lending Science DM is where data, marketing, and advanced analytics meet performance. We're a team of growth-obsessed strategists, data scientists, and marketers helping lenders, insurers, and risk-focused businesses unlock smarter acquisition and retention. We blend precision targeting with proprietary machine learning models, real-time decisioning, and omnichannel execution—direct mail, digital, email, and beyond.

Whether you're scaling a new product or optimizing your funnel, we build solutions that don't just generate leads—they generate momentum.

Fueled by Data. Driven by Results. Built for Growth.

lendingsciencedm.com | info@lendingsciencedm.com