



FOR IMMEDIATE RELEASE

CONTACT:

Al Croke, President and CEO, Local Marketing Solutions Group, Inc.
(312) 475-2179

Local Marketing Solutions Group, Inc. (LMSG) Announces Launch of LMSG Data Intelligence

ROLLING MEADOWS, IL (July 7, 2020) — Local Marketing Solutions Group, Inc. (LMSG) President and CEO Al Croke announced today the launch of a new business solution initiative, LMSG Data Intelligence, which will leverage all known and accessible data to drive better outcomes for the LMSG family of businesses and their clients.

Data intelligence focuses on capture, processing, analysis and interaction with information to promote better decision-making and to achieve better outcomes. Data Intelligence helps businesses understand data, uncover explanations, identify and resolve issues, and predict future trends to improve decision-making.



“There is a growing need for businesses to capture, organize, expand, and leverage their data pool so that information is clean, current, unique, authentic, and referenceable,” Croke said. “LMSG Data Intelligence will offer clients a means of accomplishing this through our ability to manage big data and apply artificial intelligence (AI) to create the right user access and analytical tools to deliver maximum value. Access to big data tools and AI will be critical for companies of all sizes.”

To find out more about LMSG Data Intelligence, email dataintelligence@lmsg.co or call 312.475.2179.

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ABOUT LOCAL MARKETING SOLUTIONS GROUP, INC.

Local Marketing Solutions Group, Inc. (lmsg.co) was recently named for the third consecutive year to the annual Inc. 5000. It was formed in 2012 by the executive management team of JGSullivan Interactive Inc. The purpose of the holding company is to continue the expansion of offering the broadest and most efficient marketing and sales solutions to national and international brands that drive revenue through local sales and marketing channels. The company provides marketing automation technology and supporting sales and marketing services capabilities, allowing corporate sales and marketing to control brand image and to ultimately facilitate use of product and service content and materials from national to local channels. Corporate brands include JGSullivan Interactive (Chicago), DuFour Advertising (Sheboygan, Wis.), KMA One (Atlanta), Webyl Guys (Chicago), Godwin (Jackson, Miss.) and Money Mailer (Cypress, CA).