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## LSF Interactive Wins 2010 Summit Marketing Effectiveness Award

*Leader in Online Marketing Takes Silver in International Award Competition*

SAN FRANCISCO--([BUSINESS WIRE](#))--LSF Interactive, a technology-focused global online marketing and media buying solutions and services company, has won the Silver 2010 Summit Marketing Effectiveness Award (MEA), in the consumer products category. The award recognizes the success of the paid search and media buying campaign that LSF Interactive executed for Korres, a cosmetic company offering a full range of natural and environmentally-conscious products. During the 2010 event, judges analyzed submissions and selected only 14 percent of 544 entrants from 50 countries to receive the top spots.

LSF Interactive provides integrated solutions that come with a unique attribute in this industry: guaranteed results. The company's client dedication coupled with industry-leading analytical tools that empower clients to dominate their online business has resulted in a highly successful ROI-driven approach, which has been honored by this award. In fact, LSF Interactive's campaign for Korres resulted in a 60 percent increase in orders, and cost per order goals were exceeded by 15 percent.

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"LSF Interactive is thrilled to be named a winner of the 2010 Summit Marketing Effectiveness Award," said Daniel Laury, CEO of LSF Interactive. "This award provides validation for our efforts and proves we are indeed a leader in the online marketing industry."

The Summit MEA competition acknowledges that the goal of marketing communications is to change, influence or reinforce a target audience's knowledge, attitudes, or beliefs. Using this premise as a basis for its judging criteria, the competition is becoming a true arbiter of marketing communication effectiveness.

### About LSF Interactive

LSF Interactive is a technology-focused online marketing and media buying company that leads brands to generate more revenue per campaign. LSF uses advanced, results-driven digital marketing services managed by a team of experts and supported by a state-of-the-art reporting platform. Headquartered in San Francisco, LSF Interactive is a division of the LSF Network Group with offices on two continents and more than 250 accounts worldwide including ClubMed, Le Figaro, Warnaco (Speedo, Calvin Klein Underwear, Calvin Klein Jeans), Waterford Wedgwood Royal Doulton, Hearst Ranch, Lenox, Dansk, Career Education Corporation, LSI, Laird Technologies, Unica and LoopFuse. For more, visit [www.lsfinteractive.com](http://www.lsfinteractive.com) and [www.lsfnetwork.com](http://www.lsfnetwork.com).

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