



Cornerstone
GROUP OF COMPANIES



Cornerstone List Brokerage Services

List Brokerage Services

The most important direct response marketers in Canada make us their vendor of choice

Advertisers know the value of direct marketing because of its ability to measure response. Cornerstone List Brokerage Services delivers high-quality sales leads based on in-depth and up-to-date knowledge of available media, coupled with the expertise of advice that comes only with experience.

Research

It starts with research. Cornerstone has an internal research team devoted to finding the best available media. Our media database consists of information about more Canadian mailing lists, e-mail lists, alternative media and web advertising opportunities than any other company. Our team also works tirelessly to keep the information fresh and current. Our research doesn't end with existing media. We also seek out those esoteric lists or other media that provide the perfect target audience for your product or service.

Analysis

Not all lists are created equal. We carefully analyze lists to determine such segmentation opportunities as source, selects available, recency of the names

and how the list has performed for other marketers. We also look at cost and any special deals that we can make for you to ensure that you have every opportunity to maximize your ROI. Need even more detailed analysis? Our brokers are trained to analyze your response history and provide detailed feedback on the best media to test and the best media to continue using.

Recommendations

It all comes down to the recommendation. Marketers receive well-thought-out recommendations that include individual datacards, which provide an overview profile of each list or other media, our recommended rental quantity and selects to choose based on our research. We also provide estimated cost



Providing you with the best prospecting leads available

scenarios, which allow you to add or subtract easily to adapt to your campaign needs. It all comes wrapped together neatly with our rationale for why we have made specific recommendations.

Execution

Once marketers have chosen the lists they want for prospecting, we swing into action with our execution team. We place all media orders on your behalf, including liaising with media owners and managers and coordinating delivery to your service bureau according to your deadlines. We then receive all media invoices from the separate sources and consolidate them together into a simple and easy-to-understand itemized invoice. Our services cost you nothing. As recognized brokers, we receive a commission directly from the media owners.

Innovation

Much more than a media assembly line, Cornerstone is constantly innovating to provide marketers

with an edge. Whether it's building private or semi-private databases, or employing unique analytical tools such as List Smart, Cornerstone makes sure that Clients leverage a suite of tools that gives them an innovation advantage.

E-mail and Web Marketing

Whether you are pursuing e-mail, web advertisement or sponsored search strategies, Cornerstone is equipped to provide expertise, advice and execution to ensure that your results are measurable and successful. We monitor hundreds of permission-based e-mail lists and have a complete in-house creative team and e-mail broadcast application that allows you to plan your entire e-mail campaign from concept to blast. Our web experts monitor Internet sites for content affinities to your products and services, and our servers can display, host and measure the effectiveness of your online ads. We have unique strategies for search engine

marketing that leverage your affinities to hundreds of search words.

Post Campaign

We have unique tools for measuring your response, such as List Smart. List Smart takes your historical response information and creates spreadsheets detailing ROI thresholds. A great tool for list planning, List Smart gives marketers who work with Cornerstone yet another advantage.

Knowledge

Knowledge ripples throughout our list brokerage services. Our list experts are well known throughout North America as being important thought and industry leaders. Marketers can turn to Cornerstone for expert advice on any issue that might impact their campaigns, including privacy legislation, economic and social trends and what's hot in the world of direct response media.

Contact Us

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The Cornerstone Group of Companies

Our mission is to help our Clients find and keep good customers. We will accomplish this by providing our Clients with the best prospecting leads available and helping them to be the best in the world at managing and enriching their customer databases.

The Prospecting Group

- List Brokerage Services
- List Management Services
- List Processing Services
- Data Products
- Search & Web Marketing Services

The Database Group

- Marketing Database Services
- Fundraising Services
- Publishing Services

Every business unit at Cornerstone has been set up with a specialized set of products, services and experienced professionals dedicated to fulfilling the needs of marketers.

We invite you to call us at [1.416.932.9555](tel:14169329555) to explore how we can make your customer experience a long-lasting one.



Clients
Our People
Technology

