



Cornerstone
GROUP OF COMPANIES



Cornerstone List Management Services

List Management Services

We focus on maximizing your rental revenue

Much more than a vendor, Cornerstone List Management Services partners with some of the leading organizations in the world to provide them with conscientious marketing of their most precious assets—their customers. We manage it all—consumer, business, e-mail, alternative media and the web.

Revenue

Cornerstone has demonstrated time and time again that we are the best choice to represent your Canadian lists and other direct response media. Our network of brokers, mailers, agencies and other key players means more orders and more revenue for your lists.

Innovation

We're always looking for new ways to generate additional revenue for our Clients. Unique product and segment offerings, such as our national consumer database Universe Canada™, age and income, gender overlays and more are all designed to help showcase our managed properties and generate more revenue.

Promotion

Every list has a story to tell. When you're managed by Cornerstone we find useful and entertaining ways to communicate information about your lists and other media to prospective renters. Using print, e-mail, web pages and incentive marketing, we make sure that the message of your media gets in front of the right people.

Networking

Who do you know? When you appoint Cornerstone to manage your list, you're expanding your network of key contacts right across North America. We deal with decision makers every day and we make sure to keep your list information top of mind with the people who count.



Tireless promotion and innovative techniques make Cornerstone your best choice

Administration

There's a lot of paperwork involved in list management, and no company stays on top of things better than Cornerstone. From sample mailing pieces to list rental agreements to list orders to trade balance reports, we ensure that information flows between the participating parties and that everything is buttoned down.

Reporting

Tracking your progress is easy with Cornerstone list management. We provide a suite of financial and marketing reports that allow you to review in detail your revenue, receivables, order activity, trade balances, top clients, top brokers, top mailer categories and more. If you want to analyze further, we can provide it to you instantly and according to the date parameters you specify.

Privacy

Our list management experts know everything about privacy requirements. We carefully analyze your list sources to ensure that you are 100% privacy compliant with provincial and federal legislation. And, we keep you up to date by monitoring developments through our memberships on industry association boards and special task force committees.

Fulfillment

Our total list management service includes complete list fulfillment operations. As a list owner you receive regular updates according to your schedule, sophisticated and fast count reports that allow potential renters to drill down into segments of your list, precise list outputs based on order requirements and a menu of special overlays designed to

enhance your list, such as gender tables, address accuracy, age, income and much more. For your e-mail lists, Cornerstone offers a proprietary broadcast application that provides best-of-class deliverability, ensuring your message goes out simultaneously in both HTML and text formats.

Consumer
Business
E-mail
Alternative media
Web

Contact Us

Cornerstone Group of Companies

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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

