



Cornerstone
GROUP OF COMPANIES



● ● Cornerstone List Processing Services

List Processing Services

Enhance
your data
and gain the
competitive
edge that
comes from
flawless
accuracy

When it absolutely has to be accurate Cornerstone has no rivals. Marketers need sophisticated, reliable and fast processing services to organize data. We deliver.

Precision and Accuracy

The quality of your data is the single biggest factor in the success of your efforts. A significant percentage of customers will move in any year and an even higher percentage will provide incomplete or inaccurate information.

To address these problems, Cornerstone offers a package of data cleaning, data optimization and appending and merge purge services. Our total list processing service includes complete data hygiene techniques that ensure that your mailings will be as accurate as possible. We combine licensed data processing products together with proprietary innovations making our techniques the most complete and thorough in the business.

Whether you are preparing to do a prospect mailing to rental lists or a mail out to your own customers, our team of professionals make certain that you experience accuracy throughout the process.

Data Cleansing

Enjoy cost savings by eliminating waste in your customer database or mailing file. Cornerstone's database cleansing service is designed to identify and correct invalid records. Using both Canada Post's National Change of Address database as well as Cornerstone's own proprietary data products, movers are identified and addresses are verified and corrected. And, those records that cannot be corrected are identified in the database as invalid – so you can eliminate them from your mailings. In addition, Cornerstone offers a



Featuring a suite of speciality data services you won't find anywhere else

deceased data cleansing service. With access to a database of over one million deceased records, Cornerstone helps you to identify deceased records before you mail. And Cornerstone works to deliver the best possible postage rates by conforming to Canada Post's Address Accuracy initiative.

Data Optimization and Appending

If you're faced with some missing parts Cornerstone can make them whole. Our exclusive management of the only nationally available monthly refreshed database (Info-direct™) gives Clients the unique opportunity to append telephone numbers and other address components. Cornerstone also employs both proprietary and licensed data to append such essentials as Gender, Address Accuracy codes and Age and Income demographics.

Merge Purge

The most common of all direct mail processing is the merge purge where lists are joined together to identify and eliminate duplicate names. At Cornerstone, we consider merge purge to be an art form. A merge purge done correctly is part of a strategy that

helps save money, guides creative and price testing and increases response. Our proprietary matching techniques help to identify tough-to-find duplicates and our state-of-the-art technology provides unique merge services not found anywhere else including our own proprietary Change of Address service.

Do Not Call Management Solutions

Take the risk out of your telemarketing campaigns by relying on a partner who understands what's required and can deliver the solution to meet your specific needs. Cornerstone provides both an internet-based look-up solution as well as a batch processing solution to meet the requirements of the national Do Not Call legislation. Our online look-up solution also allows you to include your own privacy suppression database in addition to the national Do Not Call list allowing you to meet your compliance requirements as well as your customers' expectations.

Database Management

We have specific expertise if you need help building and maintaining customized

databases for the purpose of prospecting or other customer-driven objectives. From smaller databases for specific specialized campaigns to large databases that help you examine response trends, we have the tools and the know-how to help you formulate the architecture, build, design, manage and maintain.

Unique Products

With access to such national databases as Universe Canada and Info-direct™, we are able to deliver a suite of specialty data services that you simply can't find anywhere else. And, we let you customize your requirements based on your data processing needs. It's why we're the vendor of choice for the largest direct marketers in the country.

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

