



Reduce prospecting costs and improve response rates using Cornerstone's Lapsed Customer Reactivation Service

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Lapsed Customer Reactivation

Target your best prospects

Marketers know that the best prospect for their product or service is often a lapsed customer. But how do you find those former customers and present them with an offer they can't refuse? Cornerstone has developed a unique set of processes designed to cleanse and verify older customer data, providing you with a refreshed and highly targeted file with which to prospect.

Get correct, complete and deliverable addresses

The issue with lapsed customer files is that the address information may be out of date. We can increase deliverability by using Canada Post's National Change of Address service along with proprietary tools to identify and locate those lapsed customers that have moved. In addition, only Cornerstone offers **Info-direct™**, Canada's only monthly updated national database of households and businesses. Access to this exclusive tool makes us the best at analyzing and verifying addresses. And by comparing your data to this national database, we can append missing components (such as postal codes, telephone numbers and city names) to make sure your addresses are complete – and therefore deliverable.

Reduce customer acquisition costs

By targeting lapsed customers, you can eliminate any list rental or other media costs. And we can help you get the best possible postage rates by using our address accuracy process to identify and correct addresses that don't conform to Canada Post's Address Accuracy initiative. In addition, mover records can be updated or dropped depending on the information available, therefore reducing mailing waste.

Learn More about Cornerstone's Lapsed Customer Reactivation Service Today

To take advantage of these services, call 416-932-9555 for more information.

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