



Cornerstone
GROUP OF COMPANIES



Improve Your Response Rates by Testing Our Affordable Geo-demographic Analysis

Contact Us

To boost your campaign response with this new service, please call 416-932-9555

NEW – Geo-demographic Analytical Services

Profile Your Customers to Discover Which Segments to Target

Do you need to take the next step in refining your target audience? Do you have acquisition or re-activation goals you need to reach quickly? Or have response rates been lagging, with attempts to re-activate lapsed customers now proving ineffective? A geo-demographic analysis of your existing customer data will arm you with information to better understand the core characteristics of your current customers. You can then make informed decisions about whom to target for better response in the future, thereby reducing waste, increasing response rates and increasing your campaign ROI.

Leverage an Intelligent Method for Meeting Your New Customer Acquisition Goals

Cornerstone's geo-demographic analysis begins with your existing customers' 6-digit postal code. The profiling is done by one of several leading segmentation systems, including Environics PRIZM and Generation 5 MOSAIC. The analysis results in assigning your customers first to a geographic area, and then to a segment or cluster that has been shown to share attributes such as socio-economic status, ethnicity, language, and measures such as degree of urbanity. New target segments are then identified by comparing the number of existing customers in each segment with the total known number of households in that segment. Important measures to guide your decisions can then be calculated, including your penetration – or lack thereof – in certain critical segments.

Benefit from Our Budget-friendly Alternative to Proprietary Models and Licences

Through Cornerstone's partnerships with leading providers of proprietary geo-demographics in Canada, you can now access these sophisticated segmentation systems and grow your customer base without incurring the cost of licensing the data directly from the developers and owners of these systems. And, since a typical geo-demographic analysis costs a fraction of your overall campaign price tag, return on your investment is never difficult to attain with this method.