



Eliminate
duplicate
mailings
and reduce
postage
costs

Contact Us

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Merge Purge Services

Drawing on Our Experience

Our experience processing millions and millions of records has raised merge purge to an art form. Draw on that experience to ensure the accuracy of your combined databases. Cornerstone's merge purge expertise gives you a vital competitive advantage whenever you're combining databases. Rely on our advanced processes and tools to eliminate all—but *only*—duplicate entries. With our help, you'll do more than just reduce postage costs; you'll also prevent the awkwardness of sending multiple mailings and, in the process, uncover a wealth of marketing information.

Meeting Your Objectives

We ensure the effectiveness of your merge purge by designing the process based on the specific objectives of your marketing campaign. We start by carefully interviewing you, then follow through with user-friendly forms that walk you through the entire process.

Hitting Deadlines

Our detailed logs—which capture every component of your merge purge—make sure we hit each deadline throughout the process.

Improving Effectiveness

One way we ensure an effective merge purge is to use a combination of proprietary and third-party software to homogenize the data in the databases to be merged. Standardizing data before combining databases ensures success during the purge of duplicates.

Purging All—and *Only*—Duplicates

Advanced matching techniques inspect every address, seeking out hard-to-spot duplicates. When are Al Smith, Alan Smith and A. Smith the same person? We use our expertise with address components to figure it all out.

Limiting Surprises, Aiding Decision-making

Our commitment to keeping you informed throughout the merge purge process prevents unpleasant surprises. Providing a steady stream of up-to-date information puts you in the position to make good decisions. And, to make those decisions, you can draw on the dependable counsel that results from our considerable experience.

Complete Reports

Complete, customized reports also permit informed decision-making. Your reports provide details about duplications, postage rates and more. And, because we send reports in flexible Excel spreadsheets, you can integrate them instantly into your own analytic process.

Delivering More than Just Merge Purge

With our ability to integrate all our data services, Cornerstone delivers more than other merge purge services. To our advanced merge purge processes, for example, we can bring the advantages of Canada Post's National Change of Address service. We also can integrate your merge purge with our ability to append address segments such as telephone numbers. Plus, we can identify and flag demographic details such as age, income and gender. Our ability to offer all these services adds up to a one-of-a-kind experience.

Stop Wasted Mailings Today

Start benefiting from Cornerstone's mastery of merge purge. Call 1.416.932.9555 today.



At the Cornerstone Group of Companies, our mission is to be the best in the world at helping 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.