



Putting Insights In Your Corner.

Cornerstone Data Products provides Clients with licensed access to Info-direct™ and Universe Canada™—Canada's largest consumer lists. These lists are used for prospecting, verification and appending, and come in enhanced forms that include third-party data and segment overlays.

Data Products

We are the only company in Canada to electronically source consumer and business data files directly from telephone companies or their directory publishers, allowing us to provide our Clients with licensed access to the most complete and up-to-date databases of Canadian residents and businesses available in the market.

Recency

The **Info-direct™** and Universe Canada™ family of products is unique in terms of the recency, accuracy and depth of data it offers. Cornerstone is the only recipient of electronic monthly updates direct from telephone companies or their directory publishers, so our lists are the only source for the absolutely most recent data.

Accuracy

All our data goes through a rigorous process of cleaning and standardization. We use proprietary, Canada Post-approved software to standardize and correct addresses. We eliminate irrelevant and duplicate records, and suppress all do-not-promote records.

Breadth and Depth

To create Universe Canada™, we have included third-party data which both increases the number of names (including second heads of household) and enriches the information attached to matching names. The result is rich geo-demographic and direct response information, providing marketers with a huge data laboratory designed to help find prospects, analyze results and predict response.

Value-Added Services

If your business depends upon successfully understanding, analyzing, contacting or marketing to large numbers of Canadians, the **Info-direct™** and Universe Canada™ suite of products

is an essential tool. A set of value-added services allows our Clients to further leverage the data: with **Info-direct™ ONLINE**, where residential and business crosscheck and lookup are instantaneous. In list rental form, **Info-direct™** and Universe Canada™, are matchless prospecting tools. In direct data form, the lists are provided in an open database, which can be incorporated into existing applications or used to verify or refresh in-house customer information.

Privacy

Cornerstone works with all list owners to ensure that they remain compliant with the latest federal and provincial privacy



Our products have been custom designed to meet specific business needs

legislation in terms of providing regular and easy access to name-removal options. **Info-direct™** and Universe Canada™ are fully privacy compliant.

Info-direct™ List Rental

The current consolidated data feed of directory listings, which we receive on a monthly basis from telephone and telephone directory companies, results in **Info-direct™**, the only national household and business telephone listing file that updates every record directly from the source, every month.

Universe Canada™ Master File

By adding direct response data to basic telephone listings, we have created a comprehensive and detailed database that boasts RFM information, demographic overlays, ethnic origins and more.

Info-direct™ ONLINE

By placing the national listing database online, we create **Info-direct™ ONLINE**, a secure Internet database application for individual record lookup and verification, which is searchable by name, address, phone number and postal code, as well as a range of expanded criteria, such as alternate spelling and wild card searches.

Info-direct™ Enhance-Scan

In order to provide comprehensive coverage for those listings that may not otherwise be available, we have enhanced the **Info-direct™** database with incremental scanned listings, providing over one million net additional records.

Info-direct™ Direct Data

Info-direct™ is available as a licensed direct data product with updates available on a monthly, quarterly, semi-annual or annual basis.

Universe Canada™ Direct Data

Universe Canada™, enhanced with second heads of household as well as RFM and demographic information, is available for licensing, with updates on a monthly or quarterly basis.



10.6 million residential records

2 million additional residential records with telephone numbers from other sources

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 List Group

- List Brokerage Services
- List Management Services
- List Processing Services
- Data Products
- Search 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

