


Cornerstone
GROUP OF COMPANIES

Putting Insights In Your Corner.



Cornerstone List Processing Services helps our Clients enhance and process lists by providing a series of data cleansing, appending, merge purge and mail preparation 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

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

Our total list processing service includes data hygiene techniques that ensure your mailings will be as accurate as possible. We combine licensed data processing products with proprietary innovations, making our techniques the most complete and thorough in the business.

Technology and Knowledge

We've combined the best technology with the best experts in the business to provide a

solution that allows for strategic and innovative thinking, as well as flawless execution. From account management leadership and coordination to technical skills that are unsurpassed, you can feel assured that deadlines will be met.

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, guide creative price testing, and increase response. Our proprietary matching techniques help identify tough-to-find duplicates, and our state-of-the-art technology provides unique merge services not found anywhere else, including our



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

own Universe Canada™ National Change of Address database.

Appending

If you're faced with partial data records, Cornerstone can make them whole. Our exclusive management of the only nationally available monthly-refreshed consumer 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.

Change of Address

We have two comprehensive methods to find and correct people in your database who have moved. First, we license the Canada Post National Change of Address database, consisting of

self-reported mover information. Then we use our proprietary National Change of Address database, developed using Universe Canada™—our national consumer database that includes complete updates every month.

Database Management

We have specific expertise if you need help building and maintaining customized databases for the purpose of prospecting or meeting 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, and to build, design, manage and maintain your database.

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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Universe Canada™ is a trademark of the 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

