

Cornerstone
GROUP OF COMPANIES

Putting Insights In Your Corner.



Cornerstone Marketing Database Services provides marketers with customized prospect and customer database and data integration services to streamline customer care or prospecting strategies and offer a unified view of the customer.

Marketing Database Services

We specialize in building and maintaining databases that meet a wide range of needs

Sometimes size matters. Some of the most significant database marketers in Canada are Clients of Cornerstone Marketing Database Services, dedicated to meeting the multifaceted needs of large-volume, high-frequency marketers such as banks, direct mail-driven publishers and packaged-goods companies.

Dedicated to Client Service

Our objective is to provide strategic counsel and a consultative database development process in order to ensure a high level of flexibility and customization. Our in-house programmers and quality assurance and control experts have proven expertise in key Client industries.

Technological Infrastructure

Our streamlined process methods include a range of proprietary data-matching techniques, creating a unique data flow. Your data models will be easily integrated thanks to our universal

interface for model application. While the processing of all data input sources is automated, our in-house infrastructure allows an unrivalled level of customization and reporting enhancements. Each part of our data flow has an audit component built in. All reports, analysis and data segmentation can be sent automatically to Clients or made available online through secure online/remote access. And because we have the ability to run multiple campaigns simultaneously, even your most detailed strategies will be executed flawlessly.

Security

Your data is locked down at Cornerstone. A range of security features, including employee-



Canada's largest marketers turn to Cornerstone for comprehensive marketing database solutions

only access, passcard entry, a secure separate server room, and comprehensive strategies for data recovery provide you with a worry-free service.

Speed, Efficiency and Quality

All projects are delivered using standard enterprise unified process methodology. Our in-house proprietary data products and list management units ensure that Clients have access to the most recent data updates with the most rapid turnaround times. Customized historical data analysis allows us to analyze Client-specific ROI and continue to improve quality, speed and cost of delivery.

Data Flow Process Advantages

We've perfected automated processes in all areas of address and data management. Our hygiene process includes name, address and phone number standardization, as well as Canada Post and in-house National Change of Address routines. In our merge process, our unique Intra-file Duplicate method and Audit Report are based on a Tight Match Process, which allows us to retain the most recent information if your prospect appears more than once.

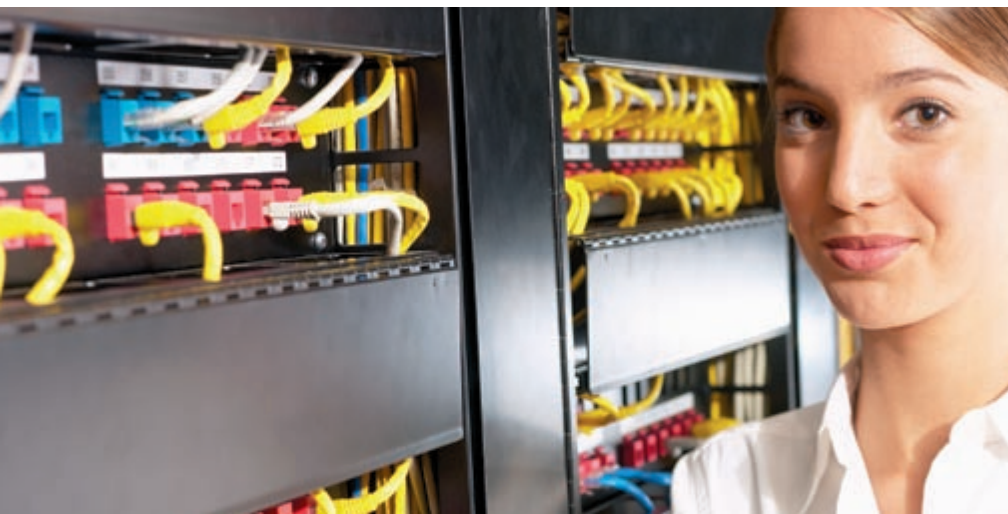
Modelling

We can append demographic and behavioural information to each prospect, which can later be used in modelling and segmentation, customized to fit your specifications. We maximize

targeting opportunities by relating predictive data on a frequently recurring basis to each record stored in your database.

Leverage Our Experience

Cornerstone creates and manages some of the largest marketing databases available, often consisting of millions of records. Our in-house team knows what is required to optimize databases in order to extract the information you need to make customer-driven decisions. Our expertise will prove invaluable to enhancing your prospecting efforts and keeping your best customers.



Contact Us

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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

