



*Putting Insights In Your Corner.*



Increase  
the delivery  
rate of your  
mailings with  
clean and  
accurate  
data

## Contact Us

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## Data Cleansing Products and Services

### Best Possible Postage Rates

Cornerstone works to deliver the best possible postage rates by conforming to Canada Post's Address Accuracy initiative. Our address accuracy process identifies and corrects addresses that don't conform to the initiative's guidelines. By standardizing our data in accordance with Canada Post, we can meet or beat its goal of 95% deliverability.

### Correct, Complete and Deliverable Addresses

Only Cornerstone offers **Info-direct™**, Canada's only monthly updated national database of households and businesses. Access to this exclusive tool makes us the best at analyzing and verifying addresses. And by comparing your data to this national database, we can append missing components (such as postal codes, telephone numbers and city names) to make sure your addresses are complete—and therefore deliverable.

### Tracking Mobile Customers

Keeping track of mobile customers and prospects is another way to increase deliverability. By using Canada Post's National Change of Address service, we search your database to identify and locate customers who have moved.

### Increase Your Deliverability Today

To start benefiting from the increased deliverability of clean, accurate data, call 1.416.932.9555, today.

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