



AIQ Green™

Response Score For Marketers

Target Environmentally Conscious Prospects

AIQ Green™ is a new econometric marketing tool that identifies prospects with a high propensity to show interest in environmentally friendly products.

GeoBase™ at the Core

GeoBase is our proprietary set of data that allows us to produce powerful scored solutions. It is created from over 100 sources, updated quarterly, and contains 1,200 proprietary econometric, demographic and summarized credit attributes

Clear Benefits to Marketers

- Increase response rates and marketing ROI
- Decrease wasted mail, thus limiting environmental impact
- Can be used to enhance any list
- Applied at the Zip Code or Zip+4 level
- Refreshed quarterly

Test it Yourself – Free!

AIQ Green is available now for free testing for a limited time. The tool can be applied to any consumer list at the Zip Code and Zip+4 levels. Call us today to test AIQ Green free of charge.

AIQ_Green can help to identify environmentally conscious consumers.