



ChurnIQ™

Loyalty Score For Marketers

Target Prospects with Higher Propensity for Product Loyalty

ChurnIQ™ is a new econometric marketing tool that identifies prospects with the highest likelihood to remain customers over an extended period of time. Customer loyalty increases the value of each responder and is a key contributor to higher profitability.

Our Database at the Core

Our proprietary set of data that allows us to produce powerful scored solutions. It is created from over 100 sources, updated quarterly, and contains 1,500 proprietary demographic, psychographic, attitudinal, econometric and summarized credit attributes.

Clear Benefits to Marketers

- Produces increased customer longevity
- Increases lifetime value of responders
- Can be used to enhance any list
- Applied at the Zip Code or Zip+4 level
- Refreshed quarterly
- Data can be custom modeled

Test it Yourself – Free!

ChurnIQ 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 perform testing with ChurnIQ free of charge.



ChurnIQ increases marketing ROI by adding lifetime value to responders.