

Target Known Investors

InvestorIQ™ is a new econometric marketing tool that ranks individuals based on their taxable invested assets.

Based on Survey Data

What makes these InvestorIQ unique? AIQ has purchased a national database that shows known invested assets for a large sample of US consumers. We then modeled our proprietary data against this database to create InvestorIQ.

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 Direct Marketers

- Produces up to 40% lift
- Can be used to enhance any list:
 - Rank vertical lists
 - Use as select for compiled lists
- Applied at the Zip Code or Zip+4 level
- Refreshed quarterly
- Data can be custom modeled

Test it Yourself – Free!

InvestorIQ 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 InvestorIQ free of charge.



InvestorIQ targets known high-value investors.

Product Variations

InvestorIQ™ is the base product that ranks individuals based on their taxable invested assets. InvestorIQ_Dif provides a look at how the individual's investments compare to that of the larger surrounding geographic area (ratio to SCF level) and InvestorIQ_Max is utilized to identify individuals with the highest net worth. These three fields can be used as separate selects, in conjunction with one another or as inputs into a model.

Variable Name	Description	Values
InvestorIQ	Invested Assets Model	0 - 99
InvestorIQ_Dif	Invested Assets Model (Ratio to SCF Level)	- (neg) to + (pos)
InvestorIQ_Max	Invested Assets (Highest Wealth)	0 - 99

