

Target the Highest Potential Responders

ResponseIQ™ is a new econometric marketing tool that identifies the highest potential responders to marketing offers.

Econometrics Make the Difference

What makes ResponseIQ special? AnalyticsIQ's research has found that response can vary as regional economic conditions change. We have blended proprietary econometric data with traditional demographic data to produce an optimal solution. The result is up to 40% lift in response rates!

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,

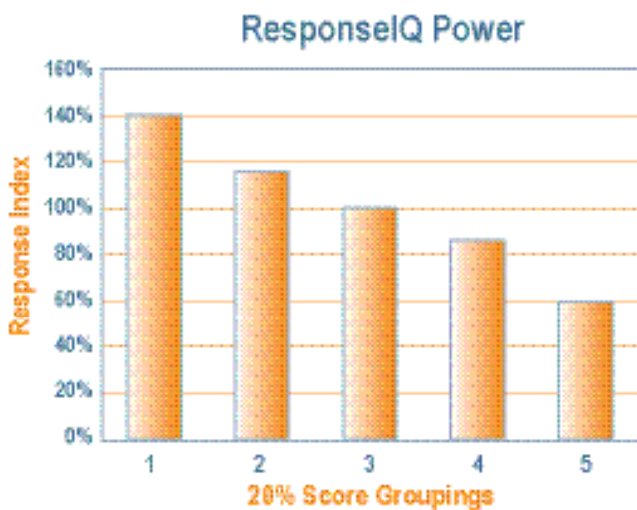
psychographic, attitudinal, econometric and summarized credit attributes.

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!

ResponseIQ 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 ResponseIQ free of charge.



ResponseIQ produces up to 40% lift in response rates.