

Risk Proxy Tool

RiskIQ™ is a new tool that utilizes summarized credit data to predict the likely credit risk for individuals in a small geographic area.

Credit Risk is Correlated with Response

In numerous studies, AnalyticsIQ has found that individuals with an impaired credit record are much more likely to respond to most offers. RiskIQ allows you to harness this powerful data when making marketing offers.

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+4 level
- Universe of 30MM Zip+4 geographies
- Data can be custom modeled
- No protected class demographics are used in the model

Test it Yourself – Free!

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



***RiskIQ produces up to 40% lift
in response rates.***