



WealthIQ™

Net Worth Score For Marketers

Target Wealthy Individuals

WealthIQ™ is an econometric marketing tool that identifies individuals with the highest known and inferred wealth.

Econometrics Make the Difference

What makes WealthIQ unique? AnalyticsIQ's research has found that regional economic conditions can have a significant influence on relative wealth. We have blended proprietary econometric data with traditional demographic data to produce an optimal solution. The result is a highly accurate wealth predictor!

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

- 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!

WealthIQ 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 WealthIQ free of charge.



WealthIQ targets known high-value investors.