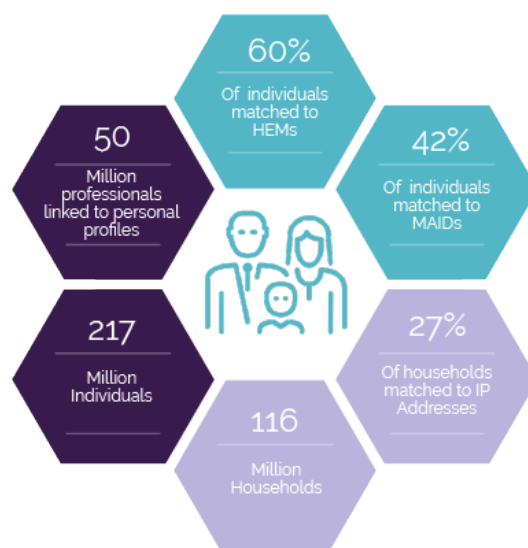


Put a Face to an ID

Enriched Identifiers make personalized experiences possible.

Bring mystery devices and identifiers, leave with answers.

AnalyticsIQ's mission is to empower brands to know their customers like they know their friends. When consumers share little more than their device identifiers with the brands and apps they interact with regularly, it's easier said than done. Personalized experiences can feel like a pipe dream when your customer file is little more than row after row of numbers. The key to unlocking true personalization starts by linking those numbers to a dataset rich in demographic and behavioral information. With over 1000 unique data points on individuals and households in the US market, AnalyticsIQ is ready to help you unlock better performing marketing or monetize your valuable audiences.



Personalization Only Moves the Needle with Scale.

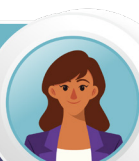
Anyone can win their best customer's heart by sitting down and hand-writing notes tailored to their last engagement. But for scale focused brands, that just isn't reality. Marketers do not need to sacrifice personalization for scale, or vice versa. They just need partners that have the ability to go deep and wide. Deep on specific elements like motivations, financial and wealth data, or past purchases. Wide enough to capture 122 million households and 251 million individuals in the United States.

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Name: Mary Jones



Identifiers that fuel the hottest new Channels, grounded in people-based data.

Consumer behavior has turned the world of media consumption on its head. Many marketers are struggling to keep their omni-channel strategy forward focused, without it becoming a multi-channel mess. The solution is to bring the best of both worlds together. Build a dataset grounded in real data with elements like a name, address, and email address. Then as new channels and tactics emerge, or even mature into mainstays, bring those new device identifiers to the party. A flexible and always evolving dataset, anchored in reality.



Let's talk.

Are you ready to turn your mystery identifiers into data rich records with thousands of variables? Your file can be match tested by our team, and we will even provide a profile report on your ID enrichment. .

Contact us today at sales@analytics-iq.com.