AnalyticsIQ

No more "multi-channel" mess

Identity enriched data is ready for omnichannel action.

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.

Marketers are seeking a direct connection.

Applying data to marketing is important! But many brands and platforms find the juice isn't worth the squeeze when unnecessary complexity reveals itself. A daisy chain of data matches results in smaller audiences and missed opportunities.

The answer to removing unnecessary translators is to create a more complete data set that empowers more direct conversations.

Activate custom and standard audiences with ease.

AnalyticsIQ's data is now supercharged with linkage capabilities. Our B2C and B2B databases include key cross-channel marketing identifiers, including HEMs, MAIDs and IP Address.

This means our data can now be connected directly to other data sets, ultimately streamlining processes and reducing redundancy. The end result? Higher match rates, shorter timelines and potential cost savings.

Let's Talk.

Are you ready to take your data game to the next level? Your file can be match tested by our team, highlighting how many MAIDS, IPs, and other identifiers your team will have available for action whether it's for Advanced TV or digital media buys, sophisticated processes in your data lake, or just to help identify some of the anonymous IDs sitting in your database.

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

- 60% Of individuals matched to HEMs
- 50 Million professionals linked to personal profiles
- 42% Of individuals matched to MAIDs
- 217 Million Individuals
- 116 Million Households
- 27% Of households matched to IP Addresses