You can influence the influencers.

Learn where and how engaged consumers are across channels and platforms.

ChannelIQ: Digital activity tells a story.

Better media planning decisions are made with better data. That data answers the questions critical to media buying teams. Where can I connect with customers and prospects? How active are they on the platform I am using to communicate? Are they influential to those around them? This information super charges media planning, allowing marketing dollars to focus not only on the right consumers, but on the right platforms. From direct mail to TV to daily deal websites, ChannelIQ will help you meet your audience wherever they spend time.

Tap into the magic of social media insights.

Determining if your target prospect simply has an account on a platform is just the beginning. The real impact comes from knowing your audience's activity level, as well as their influence. With these actionable insights from ChannelIQ, your brand can maximize its social media strategies, and connect directly with important audiences who communicate regularly to a large number of followers and engagers. Our social media data includes activity and influence for:

Facebook   **Instagram**   **LinkedIn**   **Snapchat**   **Twitter**   **TripAdvisor**   **Pinterest**

Did you know?

Pinterest: Based on ChannelIQ data, heavy Pinterest users and influencers like to get out, with the highest indexing influencers spending 36% more on eating out, and 108% more on entertainment compared with the lowest indexing.

LinkedIn: The most active and influential LinkedIn users have a household income 596% higher than the lowest indexing population. That is a difference of $188k per year.

These are just a few of the social media insights you can gain from AnalyticsIQ's data!

Where are consumers engaging and responding?

Consumers are unique, and the channels where they respond to your offers are just as diverse. A social platform could be the ideal medium for one audience, while another prefers the ritual of opening the mail at the end of the day. Rely on data to discover not only which channels are best suited for the audience you are trying to reach, but also how likely they are to respond. Data variables include:

- Likelihood of response for direct mail
- Likelihood of response for digital advertising
- Likelihood of response for television advertising
- Email open propensity
- Overall likelihood of response to marketing communications

Understand channel receptivity

We deliver insights from the palm of your hand.

Smartphones are an important part of our daily lives. And the devices we choose to live by, whether Android or Apple, can tell so much about us as consumers, and even more about those who opt to stay disconnected when on the go. For example, did you know that Apple users do more online shopping than Android users? iPhone users also tend to make more In-App purchases compared to Android users.

By relying on ChannelIQ to determine the presence of iPhones and Androids across your audience can help you refine your targeting, tailor your mobile communication strategy and even personalize creatives to match your audience's operating system of choice. Launch your next mobile campaign with ChannelIQ's unique mobile insights.

Let's talk.

Are you ready start using accurate, sophisticated data to grow your business? Our flexible approach makes it easy. Whether you are looking to test, build custom models, understand lifetime value, or target prospects across channels, AnalyticsIQ can be your partner. Contact us today at **sales@analytics-iq.com**.