ᴍᴍ|AnalyticsIQ

AnalyticsIQ data helps financial services company build better models.

In a head-to-head test, AnalyticsIQ data comes out on top.

Goal

Model creation is both an art and a science. Regardless of the talent on your analytics team, if you are working with subpar data, performance will suffer. One large financial services company, with an extremely sophisticated analytics team, had historically leveraged data from a major data compiler to create their marketing models.

Unfortunately, over a 12-month period, the team experienced a consistent decline in performance. Because of the data's quality, match rates dropped, the models no longer effectively ranked prospects, and overall, the models demonstrated unstable behavior.

Solution

In order to find a data set to help their models succeed, the financial services advertiser identified and acquired a number of major consumer marketing files, including data from AnalyticsIQ's PeopleCore database. Next, the client performed tests designed to uncover the data set with the greatest overall match rates, coverage, and most importantly, predictive power.

The data test methodology included:

1. Selection of several stratified modeling files, with varying dependent variables, for evaluation.

2. Appending data from the three finalist data providers. Data appended to models at two levels:
    - Individual level
    - Household level (for non-matching individual records)

3. Request for each data provider to include all records from select zip codes.

Results

AnalyticsIQ data was put to the test, and the results spoke for themselves. Based on the test, the financial services client determined that the PeopleCore data was the best match for their needs. Not only did the AnalyticsIQ data provide the best coverage, but it was also the most consistently predictive data.

The results below are indexed and benchmarked against AnalyticsIQ.

Data Provider	Coverage Index	Model #1 Performance	Model #2 Performance	Model #3 Performance
AnalyticsIQ	100.0	100.0	100.0	100.0
Data Provider 2	99.3	89.7	83.0	81.6
Data Provider 3	97.6	88.4	76.2	88.5

Continued Success

Since the test, the financial services company has relied on AnalyticsIQ data for several strategic prospecting and cross-sell applications. The client's analytics team now creates models with confidence knowing their foundational data is the best available.

Are you ready to experience winning results? 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.**