AnalyticsIQ

It's no longer just B2B or B2C marketing. It's B2B*2C*.

AnalyticsIQ's accurate linkage between professionals at work and their consumer profile at home makes B2B2C a reality.

Go beyond firmographics to identify the right people and deliver messages that resonate.

Most B2B marketers would probably admit that personalizing marketing communications to their prospects is more of a dream than a reality. And as all of our professional lives continue to evolve - whether through the 'always-on' world created by technology or an increase in remote working due to a global pandemic - so too does the challenge of breaking through the noise with effective B2B marketing.

However, data-driven B2B marketers are often limited to traditional firmographic information such as company size, industry, revenue, and *maybe* employee title when prospecting.

How then can B2B marketers be expected to deliver personalized experiences that provide and prove value to their prospects while driving ROI for their campaigns when all they have to rely on is business information?

After all, we know that businesses don't make decisions - **people do.**

Enter AnalyticsIQ's B2B2C linkage.

Through years of research and analytics, AnalyticsIQ's team of data scientists have accurately linked professionals from our B2B dataset, BusinessCore, to their PeopleCore consumer profile at their home address. The result is unprecedented insight into the hearts and minds of the human beings making decisions for their organizations, allowing B2B marketers to achieve true personalization for the first time.

Home "Suite" Home

Reach over 57.5 million business contacts including C-Suite leaders and key B2B decision makers at their new office location... home. AnalyticsIQ's professional & consumer data linkage includes:

- Transparent linking at defined levels of confidence to meet your targeting needs
- Linking consumers to their place of work and firmographic characteristics
- Linking employees to their home address and demographic, psychographic, and behavioral characteristics

See the whole picture.

By linking over 57.5 million professionals at work to over 1,500+ accurate and actionable consumer attributes at their home address, B2B marketers are able to see the whole picture and understand who their prospects are, how their prospects behave, and what their prospects are likely to do and why.

While you may know your prospect is a director for an accounting firm, how would your personalization strategy improve if you knew they are an exercise enthusiast, spend big on apparel, and frequently use Uber? What about knowing they are a price-drive decision-influencer that prefers learning about new services with white papers rather than videos? How about having the ability to send a mail piece directly to their home?

Insights such as these allow you to go beyond traditional firmographics and personalize your B2B marketing based specifically on who your prospects are and what motivates them at home and at work in order to:

- **Drive More Leads** - Unleash the power of targeted marketing by accurately identifying decision-makers and influencers.
- **Close Deals Quicker** - Deliver the type of content and messaging via the communication style that will resonate best with your prospects.
- **Maximize Your Budget** - Optimize your creative messaging and launch omni-channel campaigns to reach your audience wherever they may be.

Let's talk.

Are you ready to start using sophisticated B2B data to personalize your strategy? Our flexible approach makes it easy. Whether you are looking to test data, build custom models, or target prospects across channels, AnalyticsIQ can be your partner.

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