

Understand Your Customers With Actionable Brand Intelligence

See the whole picture.

AnalyticsIQ is the first data company to blend cognitive psychology with data science to help B2C and B2B brands understand how and why individuals make decisions at home and at work. And now, our research-based approach to data creation can power custom, brand-specific exploration and analysis for your organization.

We understand that your brand has unique goals and challenges, and our approach is tailored to meet your specific needs. From studying consumer behavior to exploring the intricacies of decision-making processes, our Cognitive Sciences Department utilizes a variety of research methods and techniques to uncover the most comprehensive and actionable insight into your customers, their perception of your brand, and more.

Turning insights into action.

Most market or brand research organizations only provide high-level insights and general reports, leaving you to figure out how to respond. However, AnalyticsIQ is a data company to the core. That means, not only can we execute comprehensive brand research for your organization, but we also have the predictive consumer and business data needed to take action on what you learn.

With 1500+ data points and the ability to create custom data on 254+ million individuals and 125+ million households, we can help you identify new customers likely to connect with your brand, create granular individual-level segmentation systems, optimize ad creative and targeting based on customer preferences, build powerful predictive models, and more.



Brand Perception

Gain insight into the relationship consumers have with your brand with an understanding of brand attachment, love, connection, identification, and trust. Examine what people think when they see your logo, the top qualities they associate with your brand, and more.



Segment Creation

Determine ideal market segments and potential customers while creating scalable, high-performing models and audiences. Understand who your customers are, what makes them unique, and how they interact with your brand.



Ad Testing

Analyze and test ad creative preferences across your target market and easily answer the question, "What ad should we use?" Understand audience responsiveness based on ad likeability, ad effectiveness, purchase behaviors, and more.

We speak geek™!

Our flexible approach makes using predictive data and analytics to grow your business easy. Whether you are looking to target prospects across channels, build custom models, or understand brand perception, AnalyticsIQ can be your partner. Contact us at sales@analyticsiq.com.