AnalyticsIQ

Know your prospects like you know your friends.

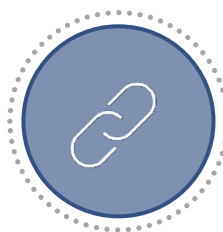## BusinessCore: Businesses Don't Make Decisions, People Do

As the first data company to consistently blend cognitive psychology with data science, AnalyticsIQ is known for delivering clients innovative, cutting edge and predictive data they can't find anywhere else.

Truly knowing your target accounts or business prospects requires more than simply using accurate facts like business name, revenue size or even SIC code. It also involves going beyond professional level data like title or email address. Although this data is important, getting into the psyche of your customers and prospects can help you connect with them like never before. Through BusinessCore, you now have the ability know your audience like you know your friends, understanding their preferences, motivations and predictive behaviors,

Powerful Scale
24 million+ businesses and 120 million+ professionals with offline PII & online identifiers and 68 million+ B2B2C linkages

Cross-Channel Linkage
Connect data using name, address, email address, IP address, and MAIDs

Predictive Data
Link over 1500+ personal data attributes to an individual's professional profile

The Partner You Need to Move Data-Driven Strategies Forward

Did you know that AnalyticsIQ was the first data company to employ a full-time cognitive psychologist? That's how committed we are to delivering our clients unique data that makes an incredible impact and can help answer the toughest of business questions.

Today, our team of data scientists and analysts develop dozens of new audience segments each quarter that reflect rapidly shifting behaviors, trends, and economics.

For example, when the world changed in the spring of 2020, we were the first marketing data company to respond with personas, based on our proprietary research. These audience insights helped brands understand how to best support their customers.

That means in addition to our standard BusinessCore offering, we work with clients to create custom data points aimed at answering their biggest challenges. Our cognitive psychological research leads to your proprietary insights - in record time.

Delivering The Innovative B2B2C Data Leading Brands Trust

Our BusinessCore database goes deep and wide, helping you know more about your audience than ever before. Companies across verticals, and especially data science teams, turn to this data for rich analytics, model development and omni-channel targeting. Here's a high-level look at the different variables included in the BusinessCore data base, as well as the individual, personal data attributes we can link.

Business Essentials

Our business data includes key data points like name, location, revenue, number of employees & SIC code.

Professional Fundamentals

Understand professionals on an individual level. Unlock their preferences for communication, buying process and content.

Personal Insights & Motivators

Unlike other B2B providers, we can connect people's personal & professional lives, including their interests, motivations and lifestyles.

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BusinessCore

Tap into the power of the most predictive B2B2C data

Business

Business Name • Address • Employees
• Annual Revenue • SIC Code

AnalyticsIQ

Connection+

Name • Address • Email
• MAIDs • IP Address

Professional

Name • Title • Role
• Contact Preference
• Messaging Preference
• Purchase Drivers

Individual

Name • Home Address
• Demographics
• Finances • Behaviors
• Motivations

We Speak Geek™.

At AnalyticsIQ, both marketers and data scientists love and rely on our data. Our digital audience taxonomies make it easy for media teams to quickly identity and target the most relevant audience segments. For data teams that are digging in, we deliver attributes at a granular, yet easily segment-able level, providing them the ultimate power to splice, dice and model audiences on their terms. What are a few other ways that our approach to data stands out? Check it out.

Cross-Channel Linkage

Our linkage capabilities empower organizations to activate data across channels and devices including offline, digital, mobile and CTV/OTT.

We can do this through:
- Direct matching using our own identity graph linkage data including HEMs, MAIDs & IP address
- Onboarding through industry partners like LiveRamp & Neustar

PeopleCore Connectivity

In addition to BusinessCore, AnalyticsIQ also delivers organizations unparalleled consumer intelligence via our B2C offering, PeopleCore.

With PeopleCore, you can:
- Link 72 million+ professionals to their personal profiles on PeopleCore for B2B2C insights and learnings
- Understand the motivations & preferences of people as professionals

Custom Audience Development

AnalyticsIQ loves the opportunity to rise to the challenge and help clients answer big questions using our proprietary methodology.

For custom audience creation:
- We can conduct custom consumer research driven by our cognitive psychological approach
- Develop predictive, validated models for you to use across channels

Let's talk.

Are you ready to start using sophisticated data to grow your business? 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@analyticsiq.com.**

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