



ChannelIQ: Meet your target audience where they are.

Target the right audience in the right place at the right time with ChannelIQ

Did you know that over 25% of marketing budgets are often wasted on the wrong channel strategies? ChannelIQ is an innovative data solution that offers insight into modern channel behaviors on over 95% of US consumers. With insights covering everything from social media activity to TV consumption preferences to podcast habits and more, as well as the unique slices of each, ChannelIQ gives marketers the view into consumer behaviors they need to reach them effectively.

ChannelIQ is created leveraging AnalyticsIQ's proprietary research-based approach to data creation that blends cognitive psychology and data science, resulting an unparalleled view into where your target audience spends their time and what grabs their attention. With detailed analysis on content consumption patterns, advertising responsiveness, and optimal engagement times, ChannelIQ empowers marketers to craft laser-focused strategies that resonate deeply with their audience. ChannelIQ is the key to maximizing your campaign potential and dramatically improving marketing ROI.

Powerful ChannelIQ Insights

- Social Media Activity & Influence
- TV Consumption Habits
- Podcast Consumption Habits
- YouTube Creators & Twitch Viewers
- Email Open Propensity
- Mail, Digital, and Radio Advertising
- Presence of iPhone or Android
- Channel Response Propensity

Let's talk

Are you ready to start using predictive marketing data like ChannelIQ to improve your marketing results? Our flexible approach makes it easy.

Whether you are looking to test data, build custom audiences or models, target prospects across channels, or measure your results, AnalyticsIQ can be your partner. Contact us today at sales@analyticsiq.com.