AnalyticsIQ

Improve your results with better data rooted in cognitive psychology.

Fuel better outcomes by understanding *who* individuals are, *what* they do, and - most importantly - the *why* driving their decisions.

Know your customers like you know your friends.

In today's world, business results are synonymous with data. And regardless of whether you're a B2C or B2B marketer or data scientist, you need more than a hashtag or a list if you want to grow your business. You need data and insights to help you improve your targeting, analytics, and modeling, personalize your outreach, and ultimately drive better outcomes..
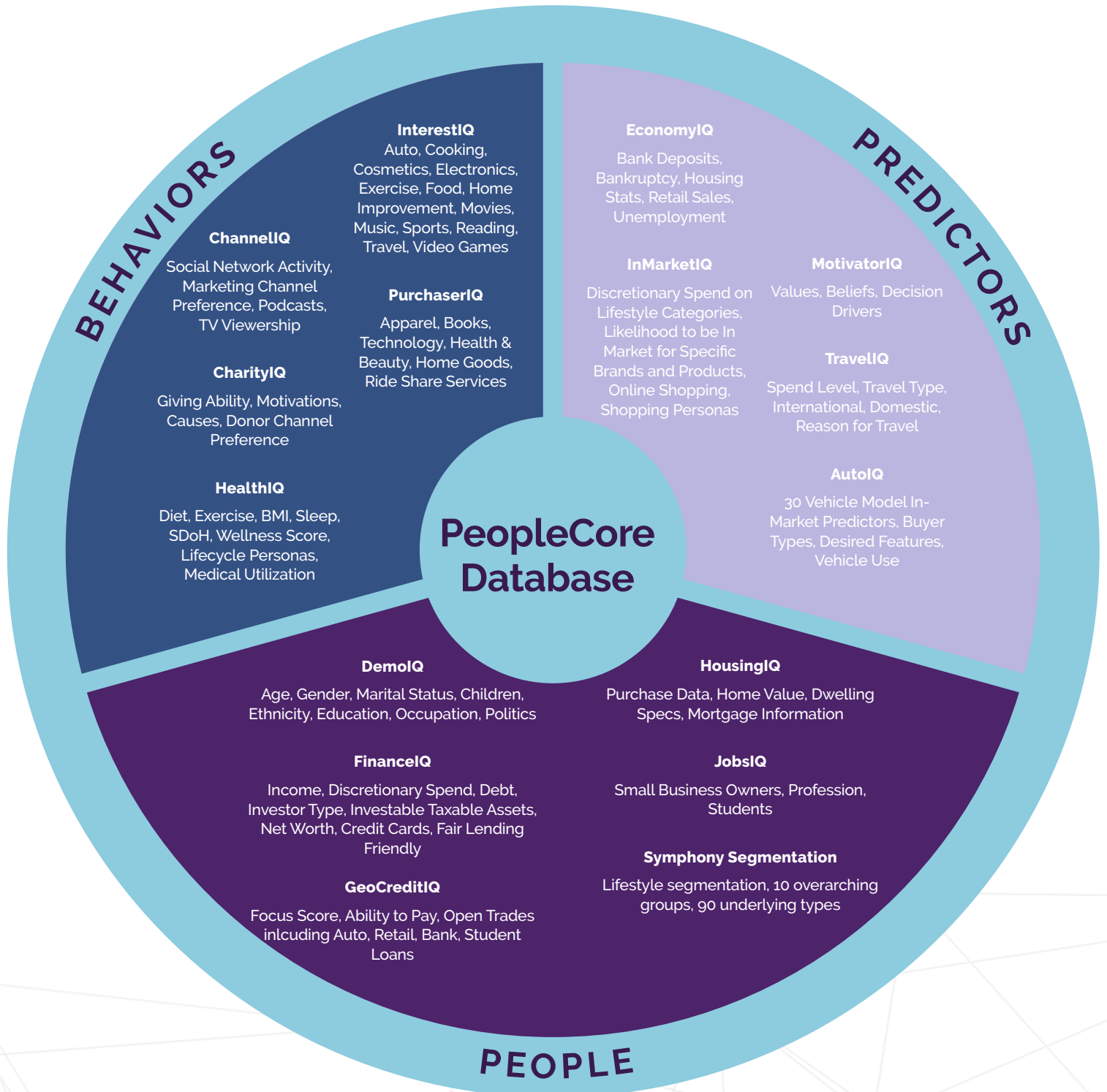
That's where AnalyticsIQ comes in. As the first data company to blend best practices in cognitive psychology and data science in the creation of marketing data, our comprehensive and proprietary datasets, PeopleCore and BusinessCore, provide a holistic view into the hearts and minds of individuals - both at home as consumers and at work as professionals - to help you drive better marketing outcomes.

We help marketers and data scientists understand **who** people are - like their age, gender, and professional role - and **what** people do - like their interests, the products they've purchased recently, the marketing channels they prefer, and even their most likely future actions.

But the thing that sets our data apart and empowers you to stand out from your competition is our ability to truly understand **how** and **why** people make the decisions they make. Fortune 500 brands, marketers, and data scientists rely on our data because they want to deepen their connection with their customers and prospects.

PeopleCore Database:
The most comprehensive view of consumers

BEHAVIORS

PREDICTORS

PEOPLE

PeopleCore Database

InterestIQ
Auto, Cooking, Cosmetics, Electronics, Exercise, Food, Home Improvement, Movies, Music, Sports, Reading, Travel, Video Games

ChannelIQ
Social Network Activity, Marketing Channel Preference, Podcasts, TV Viewership

PurchaserIQ
Apparel, Books, Technology, Health & Beauty, Home Goods, Ride Share Services

CharityIQ
Giving Ability, Motivations, Causes, Donor Channel Preference

HealthIQ
Diet, Exercise, BMI, Sleep, SDoH, Wellness Score, Lifecycle Personas, Medical Utilization

EconomyIQ
Bank Deposits, Bankruptcy, Housing Stats, Retail Sales, Unemployment

InMarketIQ
Discretionary Spend on Lifestyle Categories, Likelihood to be In Market for Specific Brands and Products, Online Shopping, Shopping Personas

MotivatorIQ
Values, Beliefs, Decision Drivers

TravelIQ
Spend Level, Travel Type, International, Domestic, Reason for Travel

AutoIQ
30 Vehicle Model In-Market Predictors, Buyer Types, Desired Features, Vehicle Use

DemoIQ
Age, Gender, Marital Status, Children, Ethnicity, Education, Occupation, Politics

FinanceIQ
Income, Discretionary Spend, Debt, Investor Type, Investable Taxable Assets, Net Worth, Credit Cards, Fair Lending Friendly

GeoCreditIQ
Focus Score, Ability to Pay, Open Trades inlcuding Auto, Retail, Bank, Student Loans

HousingIQ
Purchase Data, Home Value, Dwelling Specs, Mortgage Information

JobsIQ
Small Business Owners, Profession, Students

Symphony Segmentation
Lifestyle segmentation, 10 overarching groups, 90 underlying types

BusinessCore Database:

Businesses don't make decisions. People do.

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

How we engineer our data to energize your marketing & analytics.

More data is created in modern times than the previous 5,000 combined. But more isn't always better. Instead, the AnalyticsIQ team, is focused on providing B2B and B2C marketers and data scientists with the **highest quality** data best suited for their mission.

With over 100 years of collective data and analytic experience, our team takes a scientific approach to creating our PeopleCore and BusinessCore data. We carefully aggregate, cleanse, create, and link data from a variety of sources and methodically build and validate a fresh, accurate, and complete portrait of an individual.

A trusted partner.

AnalyticsIQ partners with the best of the best technology platforms and providers of data, analytics, media and services

snowflake **/LiveRamp**
aws **MRI | SIMMONS**
LOTAME™
VIANT. **TransUnion tu**
Datarade **Circana.**
Karlsgate **CADENT**
IQVIA **DATAVANT**
eyeota **healthverity**
A Dun & Bradstreet Company
theTradeDesk®

Capture people's attention in the moments that matter.

Modern individuals demand modern data solutions. Today, we have information at our fingertips, entertainment is a swipe away, and the lines between work and home continue to blur. Even if attention spans seem shorter than ever, it is possible to cut through the clutter. AnalyticsIQ data can help you target the right people across the channels and devices that matter most to them. Our data empowers data scientists to build better models and allows marketers to tailor messaging and creative for an individualized experience that turns prospects into customers.

Leverage our data for targeted marketing across direct mail, email, online, mobile, and even addressable television.

Target PeopleCore Audiences Across Channels
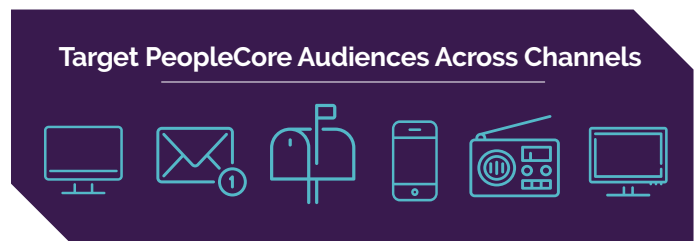
We speak geek™!

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

Contact us today at **sales@analyticsiq.com.**