Successfully serving small businesses equals big growth.

Connection+: Accurately Connect Growing Businesses to the People Behind Them.

The fastest growing businesses are those with 50 or fewer employees. In fact, 99.7% of all businesses are small businesses. And nearly three quarters of them are led by sole proprietors.

If B2B organizations can meet the needs of these small companies early on, supplying everything from capital to insurance coverage to software, the long-term opportunity is a massive revenue upside.

Connection+ is the richest source of B2B2C linkage data, especially ideal for instantly identifying micro and small businesses and the people driving them forward, both as professionals and everyday people.

Powered by AnalyticsIQ's two robust databases, PeopleCore and BusinessCore, brands can tap into predictive, contextual profiles on both businesses and the people making key buying decisions.

Individual Linkage
121.5M total professionals, 69.9M linked to a consumer profile

High Match Rates
Small business, on average, have an identification rate of 80%+

Predictive Data
Over 1300+ unique business, professional & consumer attributes

Linkage Data: The Secret to Hitting a Moving Target

Many businesses experience massive transformation within the first few years. A company's market-facing brand name, location, size, employees and revenue can change overnight, leaving a trail of disparate, fragmented data points in their wake.

Ultimately, this leaves many B2B companies struggling to accurately identify SMBs, especially at critical points in the customer buying journey. The ability to successfully serve prospects by confidently knowing who they are is a requirement in a world where buyers want to move **now**.

AnalyticsIQ has more data on fast-growing businesses and their owners than anyone. Connection+ utilizes a robust number of identifiers to ensure we maximize match rates while maintaining accuracy.

For example, we can link data points like a company's DBA name as well as its legal name to other key information like the business' current location or even the owner's personal home address in addition to 1000+ data points. With API capabilities, we can deliver successful matches in real-time, empowering clients to move at the speed of their customers and prospects.

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

Connection+
Delivering the linkage and insights you need to innovate & succeed.

Unlock a Complete View of Your Customers & Prospects

Building competitive products, engaging effectively with prospects and working collaboratively across your organization becomes even more challenging when you are working with an incomplete view of your customers. Relying on basic firmographic data, or even simple consumer demographics, can feel like painting in black and white.

Connection+ delivers you an individual level customer picture in full color. When you have business, personal, and professional insights linked together, you unlock incredible use cases.

Powerful Use Cases Made Possible

- Personalization
- Sophisticated Modeling
- Business Insights
- Improved Underwriting
- Cross-sell Opportunities
- Product Innovation

Connection+

Business

Professional

Personal

Brian Smith
Age 34
$100k HHI
Smith Family LLC
DBA Happy Smiles Clinic
Business Age – 3 months
Dentist Office – NAICS 621210
Male
Price Sensitive
Legal Business Address 123 Robin's Nest Lane
Home Address 123 Robin's Nest Lane
Clinic's New Address 555 Main Expressway
Under 10 Employees
Risk Adverse Individual

Let's talk.

Are you ready to unlock a 360-degree view of your business customers and prospects? With Connection+, you can tap into the most robust B2B2C linkage data, perfect for identifying small businesses and their leaders in real-time.

Interested in learning more or conducting a match test? Contact us today at **sales@analyticsiq.com**.

AnalyticsIQ