AnalyticsIQ

Smart marketing starts with knowing people at their core.

Our DemoIQ data is fundamental to understanding your best customers.

DemoIQ: Your building block for success

If you want to know your customers like you know your friends, your data strategy must start with the fundamentals...highly accurate demographic data that builds the framework of an individual.

At first glance, demographic data may seem to be little more than simple, straightforward facts and statistics about people. But if you dig into those numbers, you'll see rich, powerful details emerge that paint a picture of your audience, their background and the overall lifestyle they live.

Identify prospects and deepen customer relationships

As part of our comprehensive PeopleCore consumer database, DemoIQ makes it easy for marketers to append detailed consumer demographics to their customer records to maximize cross-selling efforts. DemoIQ data can also help marketers build a list of target prospects or create predictive look-alike models to identify individuals or households who are likely to turn into profitable customers. Best of all, this data can be used across channels, from direct mail to social media to mobile, DemoIQ is easily activated for pinpointed targeting.

We take demographic data seriously

Many data companies compile data points about consumers from disparate sources, but the quality of the resulting segments depends on the talents of the data science team. Simple attributes like age, gender and ethnicity cannot be taken for granted as they have a massive impact on the performance of marketing. That's where our DemoIQ data stands out from the crowd.

In test after test, AnalyticsIQ data consistently outperforms other major data providers. The proof is in the performance.

Our PeopleCore data delivers:

- Up to a 25% lift in performance of predictive analytics and modeling

- Coverage up to 3% better than competitors (which means millions of people)

- An increase in accuracy up to 12%

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Look closer at DemoIQ

Our PeopleCore database helps you understand who people are at their core. Our DemoIQ data includes attributes like:

- Age
- Children in Household
- Education level
- Ethnicity and Primary Language
- Gender
- Generations in Household
- Marital Status
- Name, Address and Phone Number
- Pet Owner
- Political Affiliation
- Religious Affiliation

Let's talk.

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

Contact us today at **sales@analytics-iq.com**.