



# We apply common sense to data creation.

## *EconomyIQ improves the accuracy of predictive data and models.*

### **EconomyIQ: Not your typical data product**

Our PeopleCore database includes thousands of data points that illuminate who people are, their behaviors and even powerful predictors, such as EconomyIQ. These elements are powerful, but for a diverse number of purposes. Many data attributes, such as age and gender, can be used for efficient, direct targeting of consumers within the segment. Others are more useful when combined with additional elements for the creation of a model.

EconomyIQ is unique to both AnalyticsIQ and the larger data ecosystem, however, because it goes beyond either of those use cases. Our team of data scientists use EconomyIQ as a tool to improve the quality of many data elements within the PeopleCore database, as well as custom models. For example, we leverage EconomyIQ insights to refine and adjust our affluence and financial related data variables based on current economic trends. Yes, EconomyIQ is a secret weapon we use on your behalf!

### **How is EconomyIQ created?**

EconomyIQ measures current and forecasted economic conditions by CBSA (Core Based Statistical Area), or geographic clusters of at least 10,000 and fewer than 50,000 people. Data regarding various economic indicators is evaluated from over 120 sources in order to build EconomyIQ.

Our EconomyIQ data points include detailed insights regarding:

- Overall Economic Condition
- Bank Deposits
- Consumer Bankruptcy
- Household Income
- Home Prices
- Housing Starts
- Retail Sales
- Unemployment Filing Claims

**“Our team makes ‘real-time’ adjustments to our PeopleCore variables based on current, real economic trends. It seems obvious, and that it’s likely a common tactic in data creation, but it’s not. This is just one of the many tools we use to bring a bit of common sense into creating data products.”**



**GREGG WELDON,**  
CHIEF DATA SCIENTIST

## How should EconomyIQ be applied as part of my data strategy?

Having insight into economic shifts and predictors, especially at a localized level, from housing starts to retail spending, is critical to create powerful data programs. However, Economy IQ is not typically used as part of a model due to the volatile nature of the data; it is based on the economy after all! Instead, this unique yet powerful data product is used by our team of data experts to make adjustments to other variables and scores as needed, especially when the economy may change the outcome. This is especially common when it comes to financial segmentation. As you might expect, the economy plays a large role in home values, household incomes and overall wealth.

This tool is just one of many resources used by our team when creating highly predictive models and customer segmentation for our clients. You don't have to be an economist or data scientist to benefit from EconomyIQ – just an AnalyticsIQ client. The financial related data variables and custom models you rely on will have improved accuracy over solutions developed elsewhere.

## Put EconomyIQ to work.

If your team has the resources available to get your hands on with EconomyIQ, here are some best practices to get started.



### Time Matters

As EconomyIQ highlights future forecasts and overall shifts and changes from the previous quarter, use this data to evaluate your current segments. Are there adjustments to make based on changes to your customers economic environment?



### Location, location, location

Localized economic trends could greatly impact how your model is constructed and the weight you should apply on certain variables.

## 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](mailto:sales@analytics-iq.com).