



FinancelQ

UNDERSTAND YOUR AUDIENCE'S
FINANCES

AND UNLEASH YOUR
MARKETING POTENTIAL

How AnalyticsIQ's Granular and Predictive
Financial Data Stands Out in a Sea of Sameness





Let's talk money.

Individual finances & what you need to know to market effectively.

Personal finances are an undeniable aspect of who we are as people and how we live our lives. For marketers, data scientists, and financial institutions attempting to understand who individuals are, what they do, and why they do it, an accurate and complete picture of an individual's financial situation is crucial.

And while income is an important piece of the consumer puzzle, it is not the only information needed to see the bigger picture.

Overall wealth, investing activity, and discretionary spending are key to understanding the financial personality of your customers and prospects. Who doesn't enjoy a little money talk?

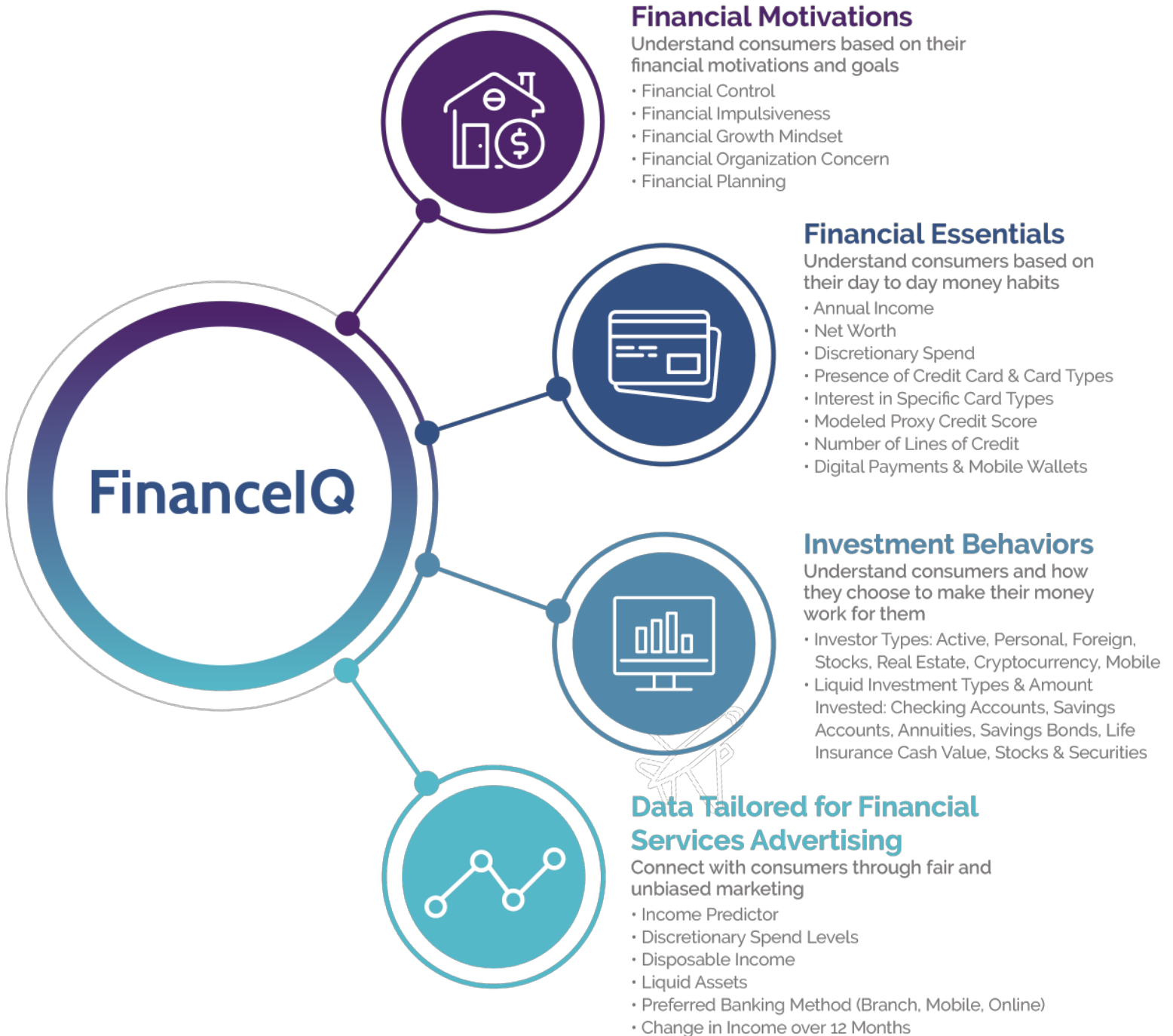
At AnalyticsIQ, we take a research-based and commonsense approach to data creation. In other words, what the data tells us must make sense and align with reality.

Our suite of consumer financial variables - FinancelQ - is no exception. From annual household income to the amount an individual is likely to spend on furniture in the next year, FinancelQ provides the most predictive, comprehensive, and accurate view of consumer finances.

Whether you're a marketer looking to effectively target the right consumers with personalized communications, a data scientist needing granular data to drive your analytic-mission forward, or part of a financial institution hoping to increase adoption of a new product, FinancelQ can help. Ready to dig in?

A complete picture is possible.

From income to spend to mindset, unlock each individual's money mentality.



Understanding income is key.

But not all income data is created equal.

The most basic and foundational element of any financial dataset is household income. The problem for marketers or data scientists looking to use this key piece of information is that nobody – well, except you, your employer, and the IRS – has access to actual ‘known’ income data.

Most of the income marketing data that advertisers rely on today is based heavily on income range estimates provided by the US Census. From there, data companies apply various analytical adjustments to predict an individual or household’s income.

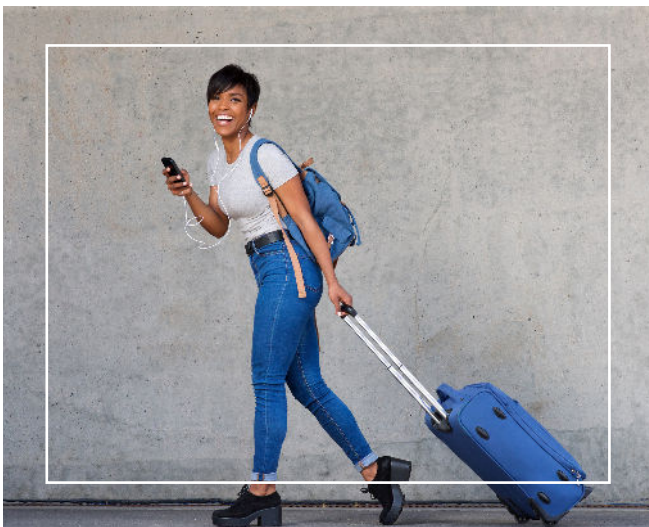
What sets AnalyticsIQ’s approach apart when it comes to building accurate, predictive income data? Our team of data scientists leverages thousands of additional things we do know about consumers, like home value, education level, and age, to inform our models.

We then take our data through a rigorous validation process using our proprietary survey methodology rooted in cognitive psychology.

The result is an accurate prediction of a household’s annual income, **provided in thousands as opposed to ranges** in an effort to increase granularity and predictiveness.

And we don’t stop there. We **do not cut off or limit our income to maximum or minimum values** like most data providers. That way, marketers can target and serve consumers of all levels of affluence using AnalyticsIQ’s income data.

The steps we take at AnalyticsIQ in predicting household income have proven to make it the most accurate and predictive available. But don’t just take our word for it.



Predictive Data Case Study

When a national travel brand was interested in leveraging income data to enhance their marketing efforts, they considered three leading data providers including AnalyticsIQ. The brand analyzed each provider’s data accuracy based on how closely predicted income lined up with actual income.

AnalyticsIQ’s income was proven to be **nearly 20%** more accurate than the second closest data provider. As the foundational element to all of our finance data, accurate income data is a must for any use case



Where does the money go?

Spendex gives you deep insights into where people put their dollars.

While an important factor to understanding audiences, marketers should not limit their focus to income when developing a targeting strategy. After all, if consumers aren't actively spending, income doesn't matter. And on the other hand, despite their income, many households may spend more than you might think.

That is where AnalyticsIQ's powerful discretionary spend predictor, Spendex, can change the marketing game.

Developed with the sole purpose of answering the question, "How much are consumer's actually spending on discretionary items?" - Spendex provides a dollar value representing the amount a household is likely to spend on discretionary items in the next 12-months.

Not only do we provide total spend, we also break it up across 16 distinct product categories giving marketers a unique view into the lives of consumers. Do they spend big on apparel and education due to a house full of children? Or do they dedicate their discretionary dollars to dining out because they're an absolute foodie?

DID YOU KNOW

The average consumer spends

\$12,744

on discretionary items each year.

Ready. Set. Spend.

Capture the attention of people who are already spending big on your product or service category.

To create Spendex, we start with an accurate foundation that uses AnalyticsIQ's income predictor. Using proprietary research and other known data from sources like the Bureau of Labor Statistics, our team of data scientists then removes required expenses such as taxes, retirement savings, transportation costs, groceries, and more from a household's annual income.

What's left is the amount of discretionary dollars likely to be spent. We then use additional data points, like geographic level retail spend amounts, to fine-tune the predicted level of discretionary dollars to be spent across our categories for every household in the U.S.

At AnalyticsIQ, we update and validate all of our data on a quarterly basis, so we use dynamic econometric data and our survey methodology to adjust Spendex over time. This approach ensures our clients have access to the freshest and most accurate view of consumer spending. Imagine having insight into the amount your customers have to spend? Marketers could match offers with their eyes closed.



Spendex Categories

- | | |
|---------------|----------------------|
| Total Spend | Home Furnishings |
| Alcohol | Personal Insurance |
| Apparel | Personal Care |
| Cell Phones | Reading |
| Dining Out | Total Travel |
| Donations | Cruise Travel |
| Education | Domestic Travel |
| Entertainment | International Travel |

Investing for the long haul.

Unlock insights into the investable taxable assets each home has access to.

One aspect of consumer finances that is often overlooked due to how difficult it can be to accurately achieve is taxable assets and investments. However, how an individual invests and allocates their money is a huge part of their overall financial situation and are often predictive of other aspects of life.

Answers to these uniquely challenging questions paint an even richer picture of an individual – but how do we predict not only what taxable investments an individual is likely to have but also the amount invested in each? Research, research, research.

First, we must get a handle on the total amount of investable taxable assets in the United States. Remember – our predictions must align with what we observe to be true in the real world. Using the total amount of investable taxable assets in conjunction with the median and mean values, we can make adjustments across every household in the United States.

But we all know that each household in America is extremely unique and an even distribution is simply not realistic. So, our team of researchers and analysts go a step further – quite a few steps further, actually – in order to achieve the most accurate investable taxable asset predictor - InvestorIQ.

We look at things like education level, home value, income, and more to accurately assign the amount of taxable investment assets possessed by every household – not just in total, but also across 6 of the most popular consumer investment vehicles

including: Checking Accounts, Savings Accounts, Cash Value of Annuities, Savings Bonds, Stocks & Securities, and Cash Value of Life Insurance.

When we take a step back and exam our predicted investable taxable assets across 118 million US households, our numbers align with the real-life total, median and mean. And since data like investable assets is often used in modeling, stability and specific correlations are extremely important to ensure long-term performance.

One thing we know is that a consumer's investable taxable assets are typically correlated to home value to a specific degree. It makes sense when you think about it – home value is directionally predictive of the amount you have to invest in other things as well. So, when we had the opportunity to prove the stability and accuracy of InvestorIQ for a major financial institution, we found the correlation to home value to be at the optimal level when compared to known data. InvestorIQ also proved to be accurate from a mean-value perspective across the demi-deciles that were used in the analysis.

And let's not forget stability – at AnalyticsIQ we update our data on a quarterly basis and our InvestorIQ data is validated by achieving these same results over the course of an entire year. Like all AnalyticsIQ data points, we validate before publishing and strive to provide the most granular, analytics-ready data possible by providing values in thousands, not ranges.



Net worth: A key indicator of financial health.

Achieve a comprehensive view of your audience's assets and liabilities.

If income, spending, and investable taxable assets are pieces to the puzzle, net worth or total wealth is the completed picture. And just like the previous data we've discussed, AnalyticsIQ's net worth predictor, WealthIQ, is rooted in real-life research and commonsense analytics.

Take a second and ask yourself, what is net worth at the end of the day? It's the sum and culmination of all assets, right?

Thanks to InvestorIQ, we've got a great idea of where a consumer stands in terms of investable taxable assets since it covers most ways consumers are able to invest their money. So, what else is needed to complete the total wealth? The answer is pretty simple.

For many households across America, their

home is often one of the most valuable assets and biggest chunks of their net worth. When you consider that in conjunction with their investable taxable assets, you can begin to get a clear idea of total wealth.

So, after many iterations and the use of different techniques over the years, our team has found that simply combining total investable assets with home equity results in the most accurate prediction of net worth. We ensure an accurate view of home equity by adjusting known home value and mortgages overtime based on real-life data. Let's call it common-sense analytics.

Data scientists seeking net worth for modeling or institutions looking to offer relevant products and services based on wealth trust WealthIQ as their guide.

Tailored to meet marketers' needs.

Many FinancelQ variables are tailored for financial services advertising.

There is no doubt that income, spend level, investable assets, and overall net worth are core aspects of consumer finances. But that is certainly not all that exists.

AnalyticsIQ's 1,500+ data points also include a multitude of other attributes related to consumer finances including credit card use, student loans, financial motivations, home value, and more. And since privacy and protecting consumers are at the core of what we do, we create [Data Tailored for Financial Services Advertising](#) as part of our FinancelQ and other data suites.

That means financial institutions and organizations of all types can use powerful, predictive data with confidence. Consumer finances are intertwined pieces of a bigger picture so starting with and building upon an accurate foundation is absolutely key. From annual income to net worth, FinancelQ is made up of an accurate collection of data

points that are rooted in sound data science and cognitive research. The goal? To provide brands with unparalleled, rich insight into the lives of individuals.

And while most data providers offer many of these core finance variables, it is the little things that are done behind the scenes that improve accuracy and predictive power. We may start with the same ingredients, but it is what chefs do in the kitchen that makes all the difference.

[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 lifetime value, or target prospects across channels, AnalyticsIQ can be your partner. Contact us today at sales@analyticsiq.com.



Your Partner for the
Most Predictive
Financial Data.

sales@analyticsiq.com.

