



# Understand what drives your customers.

*Get to the heart of what makes each person unique with MotivatorIQ.*

## Grow your business by uncovering the forces that motivate your customers' decisions.

Aren't we all more than just our age or gender? Aren't we each a unique blend of behaviors and beliefs? Aren't we all motivated by different values and outlooks? How and why we make purchase decisions every day makes us unique. If you want to tap into this deeper layer of consumer insights, consider MotivatorIQ.

Today, marketers have a plethora of data options at their fingertips – everything from demographics to website visits to in-store purchases to email subscriptions. But much of the information available is really the effect. The real question is, what's the cause? That's where data based on cognitive psychology, like MotivatorIQ, can be a game-changer for many brands.

This typically elusive motivational data can drive:

- More personalized experiences
- Stronger copywriting and messaging
- Optimized offers and pricing
- Better performing models
- Deeper customer insights and analytics

Basic demographics can help you spot a potential customer in a sea of prospects. But MotivatorIQ can help you attract and connect with these consumers on a new level. Your marketing story becomes less about your product, and more about their drivers.

### MotivatorIQ helps you understand an individual's tendency to be:

- Conscientious
- Extroverted
- Impulsive
- Materialistic
- Risk-taking
- Seeking good deals
- Brand loyal
- Focused on environmental issues
- Devoted to a religion
- An early adopter of technology
- Open to diversity and inclusion

## Our scientific approach gives you access to data you can't find anywhere else.

Our team of data scientists and psychologists meticulously craft consumer surveys that produce dependable results. Instead of asking consumers if they possess a certain trait, we closely examine explicit behaviors that speak to the psychological factor being explored. After we've assembled and validated the responses, we use this data to fuel sophisticated, proprietary models that zero in on the key drivers and beliefs of individuals. AnalyticsIQ's psychological approach gives data a human touch. We get in the mind of consumers to understand what makes them tick, and then use that information to predict their next step.

## Let's talk.

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

Contact us today at [sales@analytics-iq.com](mailto:sales@analytics-iq.com).

