



Know your customers like you know your friends.

PeopleCore: Tap into the Most Predictive Marketing Data

As the first data company to consistently blend cognitive psychology with data science, AnalyticsIQ is known for delivering clients innovative, cutting edge and predictive data they can't find anywhere else.

Truly knowing consumers requires more than simply using the most accurate demographic data like income, age, and gender. It even involves going beyond behavioral data like past purchases, lifestyle interests, and channel preferences. Although this data is important, getting into the psyche of your customers can help you connect with them like never before. This is where our predictive data is a game changer. With PeopleCore, you now have the ability know your customers like you know your friends.



Individual Scale

254 million people with offline PII + online identifiers



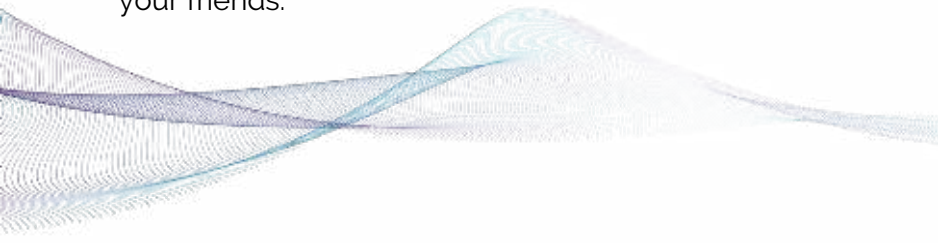
Household Coverage

125 million households linked to detailed insights



Predictive Data

Over 1300+ accurate & unique data attributes available



The Partner You Need to Move Data-Driven Strategies Forward.

Did you know that AnalyticsIQ was the first data company to employ a full-time cognitive psychologist? That's how committed we are to delivering our clients unique data that makes an incredible impact, and can help answer the toughest of business questions.

Today, our team of data scientists and analysts develop dozens of new audience segments each quarter that reflect rapidly shifting behaviors, trends, and economics.

For example, when the world changed in the spring of 2020, we were the first marketing data company to respond with personas, based on our proprietary research. These audience insights helped brands understand how to best support their customers.

That means in addition to our standard PeopleCore offering, we work with clients to create custom data points aimed at answering their biggest challenges. Our cognitive psychological research, your proprietary insights in record time.



The Data Leading Brands & Media Companies Trust

Our PeopleCore database goes deep and wide, helping you know more about your audience than ever before. Companies across verticals, and especially data science teams, turn to this data for rich analytics, model development and omni-channel targeting. Here's a high-level look at our 1300+ attributes.

THE WHO

Demographics & Finance

Our demographic, financial and affluence data serve as the accurate, important building blocks in painting a complete audience picture.

THE WHAT

Lifestyles & Behavior

Understand the habits, hobbies, preferences, health and wellness actions and even past purchases of your key audiences.

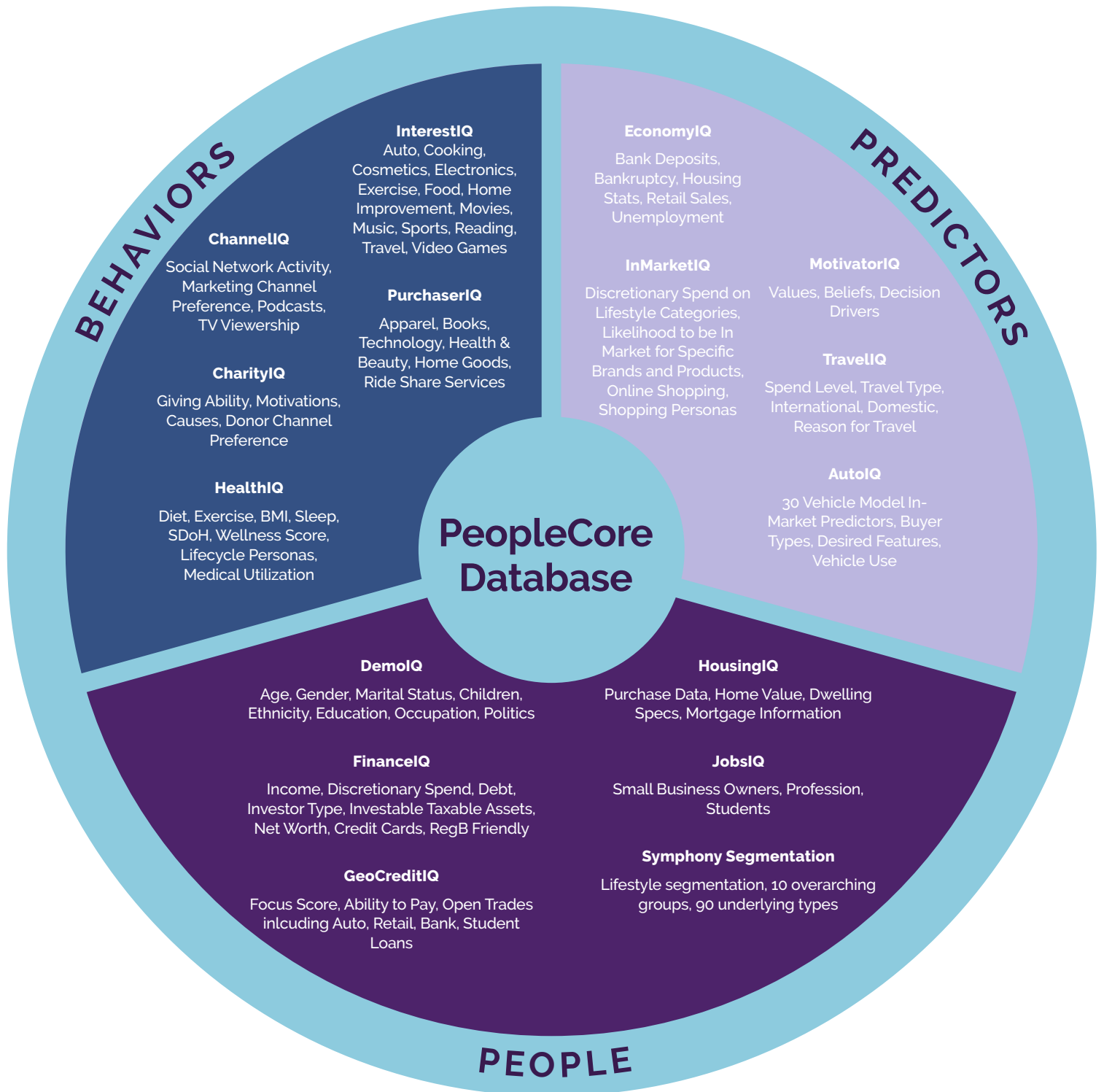
THE WHY

Predictors & Motivators

Unlike any other data you've used, we accurately predict spend across categories, in-market timing & psychological drivers.

PeopleCore Database:

The most accurate, comprehensive view of consumers



We Speak Geek™.

At AnalyticsIQ, both marketers and data scientists love and rely on our data. Our digital audience taxonomies make it easy for media teams to quickly identify and target the most relevant audience segments. For data teams that are digging in, we deliver attributes at a granular, yet easily segment-able level, providing them the ultimate power to splice, dice and model audiences on their terms. What are a few other ways that our approach to data stands out? Check it out.



Cross-Channel Linkage

Our linkage capabilities empower organizations to activate data across channels and devices including offline, digital, mobile and CTV/OTT.

We can do this through:

- Direct matching using our own identity graph linkage data including cookies, MAIDs & IP address
- Onboarding through industry partners like LiveRamp & Neustar



BusinessCore Connectivity

In addition to PeopleCore, AnalyticsIQ also delivers organizations unparalleled business intelligence via our B2B offering, BusinessCore.

With BusinessCore, you can:

- Link professionals to their personal profiles on PeopleCore for B2B2C insights and learnings
- Understand the motivations & preferences of people as professionals



Custom Audience Development

AnalyticsIQ loves the opportunity to rise to the challenge and help clients answer big questions using our proprietary methodology.

For custom audience creation:

- We can conduct custom consumer research driven by our cognitive psychological approach
- Develop predictive, validated models for you to use across channels

Let's talk.

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.