



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 today's consumers requires innovative, predictive data that gives you insight into future actions, psychological motivations, and inner decision-drivers. Although traditional demographic and behavioral data is an important piece of the puzzle our data provides, getting into the psyche of consumers can help you connect with them like never before. With PeopleCore, you now have the ability know your customers like you know your friends.



### Individual Scale

255+ million people with offline PII + online identifiers



### Household Coverage

125+ million households linked to detailed insights



### Predictive Data

Over 1500+ 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 unique data that makes an incredible impact and can help answer your toughest business questions.

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

For example, as cryptocurrency has exploded, we've developed related data points to keep up with a rapidly evolving industry, product, and consumer demand. Who knows? We may be the first data company to provide predictive data on space travel intenders!

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



## The Data Leading Brands & Media Companies Trust

Our PeopleCore database goes deep into the hearts and minds of consumers, helping you know more about your customers 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 key consumers.

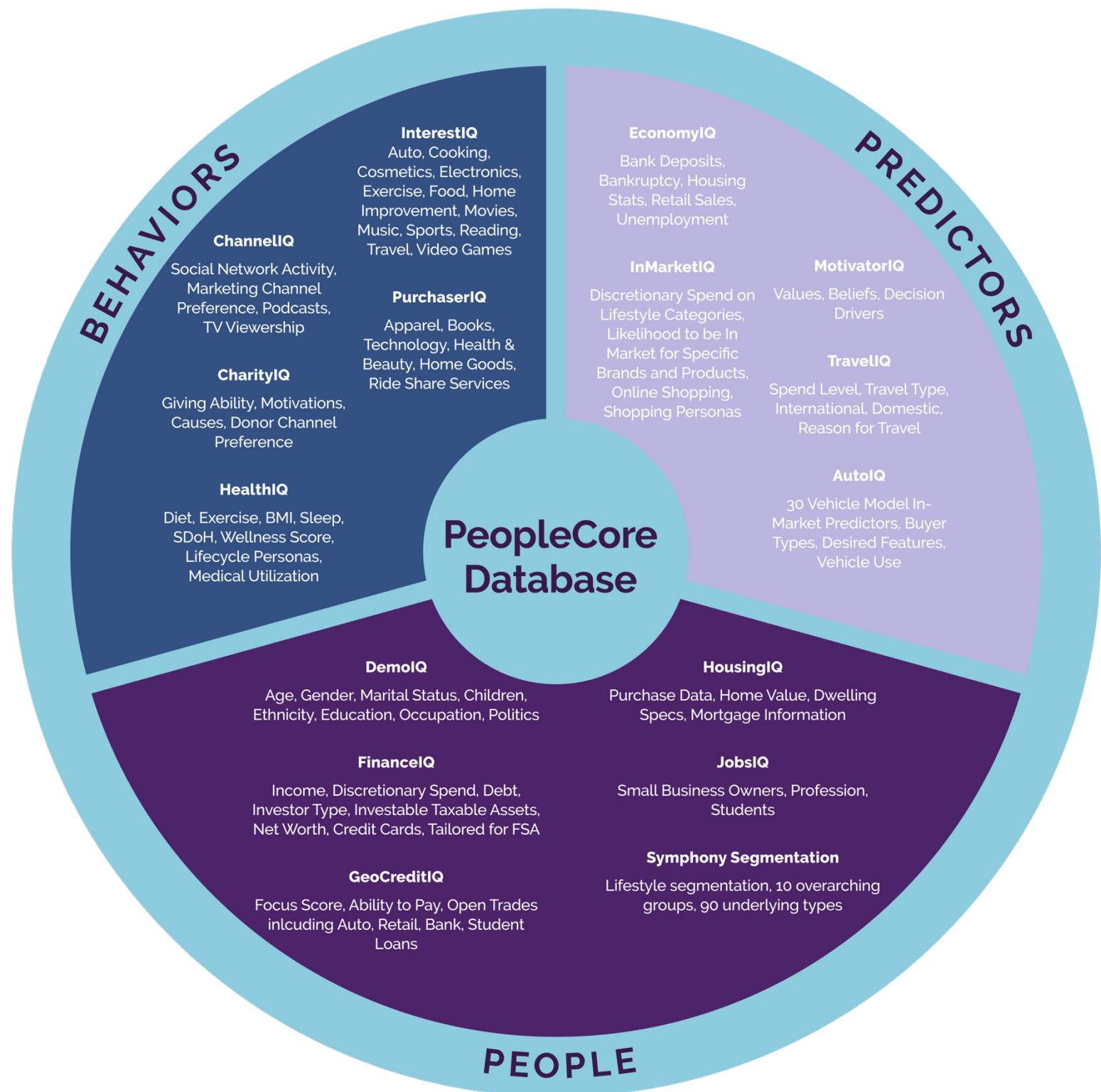
### THE WHY

#### Predictors & Motivators

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

# PeopleCore

*The most comprehensive view of consumers*



# We Speak Geek™.

At AnalyticsIQ, both marketers and data scientists love and rely on our data. Our data make it easy for marketing teams to quickly identify and target the most relevant audiences. For data teams that are digging in, we deliver attributes at a granular, yet easily segmentable level, providing them the ultimate power to splice, dice and build models 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 name/postal address, hashed email, 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 Model Development

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

For custom model 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](mailto:sales@analyticsiq.com).