

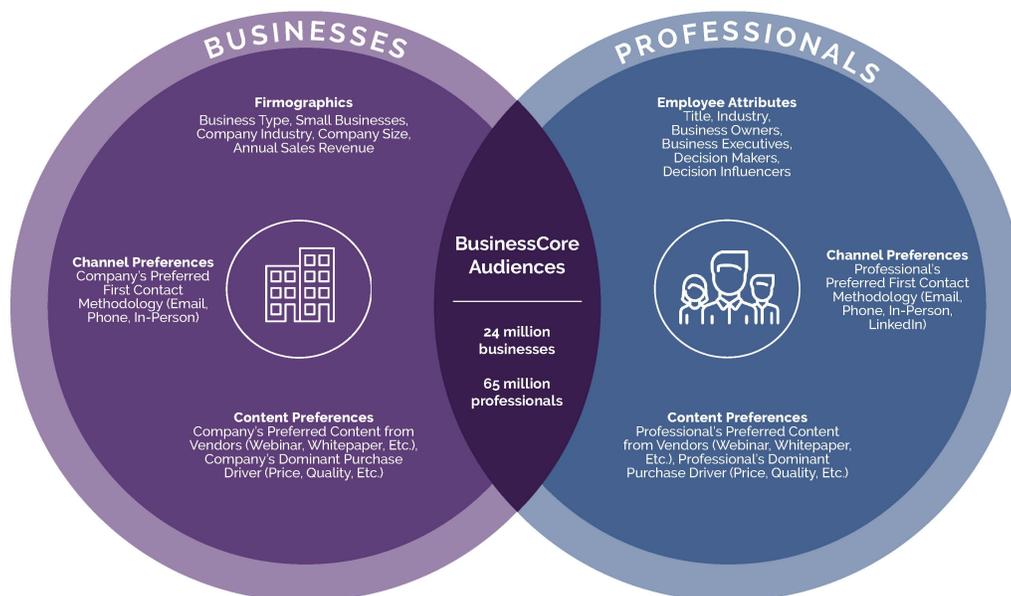
# Businesses don't make decisions... people do.



AnalyticsIQ's BusinessCore data makes your marketing and sales approach personal.

**It's no longer just B2B or B2C marketing - it's B&C.**

In our always-on world, the line between people's personal and professional lives continues to blur. Today, consumer facing brands leverage individual level data to deliver personalized experiences and messages. The time has arrived for B2B marketers to make the same move; they must harness the power of both account-based and individual level data to deliver people-based messages. By focusing on the background, purchasing style and preferences of each individual professional, companies can accelerate their marketing and sales efforts while building long-standing customer relationships.



The AnalyticsIQ BusinessCore data provides the deeper, holistic view of businesses and professionals that B2B marketers desire. Our BusinessCore data:

- Delivers essential data attributes on over 24 million businesses and 65 million professionals
- Accurately links professionals to their personal profiles on our PeopleCore™ consumer database
- Leverages cognitive psychology to predict content preference and communication styles

## Make your Account-Based Marketing one-to-one.

ABM programs rely on essential company-level data to identify ideal accounts, understand corporate strategy and even assess the company culture. The most effective marketing, however, goes a layer deeper by targeting the individual professionals responsible for making purchase decisions. Using this personal level data to communicate with key stakeholders is the difference between winning your next deal and hitting a marketing brick wall.

## Think beyond the inbox.

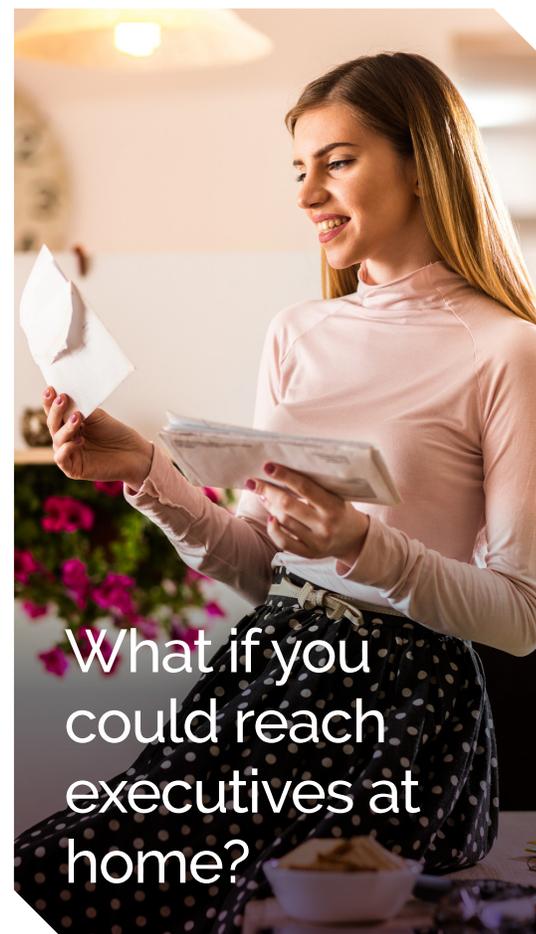
B2B buyers' expectations are now increasingly evolving to be more in line with their B2C experiences. As a marketer, relying on only one or two channels – like emails or cold calls – just doesn't cut it. At AnalyticsIQ, we make it easy for marketers cut through the clutter and deploy personalized messages across additional channels including home-based direct mail, digital and social platforms, and even advanced TV!

### Activate BusinessCore Insights

**Drive More Leads** – Unleash the power of targeted marketing by accurately identifying the right companies, decision makers and influencers.

**Close Deals More Quickly** – Deliver the type of content and messaging via the communication style that will resonate best with your prospects.

**Maximize Your Budget** – Optimize your creative messaging and launch omni-channel campaigns to reach your audience wherever they may be.



## Let's talk.

Are you ready start using sophisticated B2B data to personalize your strategy? Our flexible approach makes it easy. Whether you are looking to test, build custom models, optimize messaging, target prospects across channels, or even view a profile report of your current customers, AnalyticsIQ can be your partner. Contact us today at [sales@analytics-iq.com](mailto:sales@analytics-iq.com).