



Marketing makes you a competitor. Our data makes you the winner.

*Want to win your audience's heart and mind?
Fuel personalized experiences using AnalyticsIQ's data.*

Know your customers like you know your friends.

It's 2020 and "marketing" is synonymous with "data". If you want to grow your business, you need more than a hashtag. You need data and insights to help you sell more.

That's where AnalyticsIQ comes in. Our national consumer database, PeopleCore, helps you see individuals, not just information. PeopleCore has thousands of attributes on nearly every person and household in the country.

We know **who** people are – like their age and gender and if they have children. We know **what** people do – like the products they've purchased and the charities that matter to them.

But the thing that sets us apart is that we are the only data company to consistently pair cognitive psychology with sophisticated data science to truly understand **how** and **why** people make the decisions they do. Marketers rely on our data because they want to deepen their connection with consumers.



PeopleCore Database:
The most accurate, comprehensive view of consumers



How we engineer our data to energize your marketing.

More data will be created this year than the previous 5,000 combined. But more isn't always better. Instead, the AnalyticsIQ team, is focused on providing marketers with the **right** data.

With over 100 years of collective experience, our team takes a scientific approach to compiling the PeopleCore database. We carefully source, aggregate, cleanse and link data from a variety of sources. The end result is a fresh, accurate portrait of adults and households. PeopleCore's comprehensive data set includes

- Demographics
- Interests
- Financial and Wealth Data
- Geo-Level Credit Data
- Past Purchases
- Purchase Predictors
- Real Estate Information
- Health and Wellness Data
- Channel Preferences
- Motivators

Capture people's attention in the moments that matter.

We are different consumers than we were 20 years ago. Today, we have information at our fingertips, entertainment is a swipe away, and content can go viral with a tweet. Even if attention spans seem shorter than ever, it is possible to cut through the clutter. AnalyticsIQ data can help you target the right people across the channels and devices that matter most to them. Our data empowers you to tailor your messaging and creative for an individualized experience that turns prospects into customers.

Leverage our data for targeted marketing across direct mail, email, online, mobile and even television.

Target PeopleCore Audiences 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@analytics-iq.com.