Finances shape consumer lifestyles. Our data paints the picture.

Use high quality data for high quality results.

See the whole picture.

Income is an important piece of the consumer puzzle, but not the only piece when it comes to seeing the bigger financial picture. Overall wealth, investing activity, and discretionary income are all critical elements in truly knowing your customers.

Learn about investments.

Is your customer or prospect an active investor? Do they put their money to work in real estate, bonds or securities? What is their investment level? And very importantly, what is their level of liquidity? When evaluating overall wealth, investments have a massive impact. And for brands offering financial products and services, powerful communication starts with understanding what type of investor they are and their specific investment types.

Assess your audience's relationship to credit.

How full is your audience's wallet? Do they prefer retail or travel credit accounts? Are they a premium card holder? Knowing a consumer's current relationship with credit, from the cards they carry to their ability to pay debts, can help you determine how your offer fits in to their lifestyle.

Identify net worth.

High net worth individuals may be a perfect fit for your brand, but identifying them can be difficult. High income or high spending doesn't always translate to overall wealth. AnalyticsIQ's Net Worth scores help not only identify the wealthiest households, but also segment them in a meaningful way to guide communications.

Our FinanceIQ data includes powerful attributes and financial predictors like:

- Income
- Wealth
- Net Worth
- Liquid Assets
- Discretionary Spend
- Ability to Pay Debts
- Credit Card Types & Usage
- Financial Investor
- Real Estate Investor

The proof is in the performance...

241 million
consumers scored

Wealth data drives a
14% lift in performance
compared to competitors

Income data delivers a
23% lift in performance
compared to competitors

Stay compliant.

Using financial data in a compliant manner is no easy task. It often involves navigating complex legislation designed to protect consumers. AnalyticsIQ's financial data takes out the guesswork. Our data is available in Regulation B compliant formats, and leverages non FCRA-compliant data. This ensures marketers can keep consumer data and privacy safe, and still enable highly efficient marketing tactics.

Let's talk.

Are you ready 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.**