



**Capture the attention
of prospects who are ready to buy.**

Win more customers by reaching people at the right moment with our InMarketIQ data.

InMarketIQ is your shortcut to the bottom of the sales funnel.

Marketers can create beautiful advertising campaigns that go across channels. But if they reach people even a minute after they've already made their purchase decision, the campaign will fall flat. AnalyticsIQ is on a mission to connect marketers with audiences who have a specific need at the right moment. With InMarketIQ data, there are no more missed opportunities.

By leveraging our proprietary, custom survey information and data modeling techniques, our in-market audiences help marketers reach valuable prospects with a high propensity to be in search of specific products and services.

To maximize the impact of InMarketIQ data, marketers can activate these audiences across channels for an omni-channel campaign and leverage direct calls-to-action. This data is also a powerful, predictive element that can be utilized in other modeling applications.

For example, often data analysts and modelers will leverage InMarketIQ data to uncover other traits about their audience. Take for instance those individuals who are in-market for long-term care insurance; they are often viewed as planners. This could be an important characteristic for other adjacent product offerings.

Our InMarketIQ data includes attributes that uncover people in-market for products and services such as:

- Clothing and apparel
- Lifestyle categories like dining, alcohol and entertainment
- Life insurance
- Long-term care insurance
- Online dating
- Online education



How do we mine this intelligence?

AnalyticsIQ develops the in-market audiences by leveraging custom consumer surveys developed by our team of data scientists and PhDs. We blend this information with our highly accurate income data, people's spending behaviors across categories, and their life stage to determine an individual's propensity for certain products and services, especially in the next 6 months. We continue to update this data every quarter so you know you are reaching the most qualified audience possible.

Let's talk.

Are you ready to 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.

