

# Environics Analytics

Premier consumer predictive analytics firm in Canada



## About

Environics Analytics delivers broad and deep quantitative details for every 6-digit postal code across Canada. Data at this level combines both the precision needed for effective targeting with the personal privacy required for retailers, financial institutions, government agencies, not for profits and CPGs targeting campaigns.

## Data Locations

Canada

## Data Collection

Environics Analytics has agreements with over 100 highly credible sources of quantitative information, including Statistics Canada, the Canadian Revenue Agency, Equifax (credit and financial information), media measurement organizations, and a number of specific industry organizations. This data is modelled using machine learning, statistical and mathematical techniques and predictions for approximately 30,000 attributes for each postal code are developed.

## Data Onboarding

Offline - Data aggregated to geolocation and matched to Eyeota's pool of online users using a geolocation ID as the match key.



## Key Differentiators

Environics Analytics provides precise and robust consumer data that includes demographic, behavioural, psychographic, financial, health and wellbeing, and media consumption. No other organization can offer the depth and breadth of information at this very precise level in Canada.

## Products & Segment Examples

Environics Analytics is making its keystone product, PRIZM, available through Eyeota. PRIZM is the segmentation system which organizes the Canadian population into 67 segments, based on socio-economic status, urbanity, life stage and lifestyle, family status and psychographics. Using PRIZM, marketers can identify and locate their best customers, and because each segment is linked to a unique list of postal codes, brands can find and communicate with those households which share the same characteristics.

Examples:

- **Turbo Burbs:** Middle-aged upscale suburbanites
- **Vie de Rêve:** Upscale, suburban Quebec families
- **Indieville:** Younger and middle-aged urban singles and couples
- **Metro Melting Pot:** Diverse, middle-income city dwellers
- **Agri-Biz:** Middle-income farmers and blue-collar workers
- **Just Getting By:** Younger, low-income city singles and families

## Recommended Verticals

Art & Science	<b>Entertainment</b>	Politics
<b>Auto</b>	<b>Finance</b>	<b>Real Estate</b>
B2B	Health & Fitness	<b>Retail</b>
<b>Consumer Electronics</b>	Holidays & Events	Sports
<b>CPG &amp; FMCG</b>	Home & Garden	<b>Travel</b>
Demo	Lifestyle	

## Platforms

Data available from the following platforms:

