



Know consumers  
like you know  
your friends.

## PeopleCore: Tap into the Most Predictive Audiences Available

As the first data company to consistently blend cognitive psychology with data science, AnalyticsIQ is known for delivering clients innovative, cutting edge and actionable audiences they can't find anywhere else.

Truly knowing today's consumers requires innovative, predictive audiences that give you insight into future actions, psychological motivations, and inner decision-drivers. Although traditional demographic and behavioral data is an important piece to the puzzle our audiences provide, getting into the psyche of consumers can help you connect with them like never before. With PeopleCore, you now have the ability to know consumers like you know your friends.



### Individual Scale

254+ million people with  
offline PII + online identifiers



### Household Coverage

125+ million households linked  
to detailed insights



### Predictive Data

Over 2000+ actionable &  
unique audiences available

# The Partner You Need to Move Data-Driven Strategies Forward.

Did you know that AnalyticsIQ was the first data company to employ a full-time cognitive psychologist? That's how committed we are to delivering our partners unique data that makes an incredible impact and can help answer your toughest business questions.

Today, our team of data scientists and analysts develop dozens of new audience segments each quarter that reflect rapidly shifting behaviors, trends, and economics.

For example, as cryptocurrency has exploded, we've developed audiences related to cryptocurrency to keep up with a rapidly evolving industry, product, and consumer demand in essentially real-time. Who knows? We may be the first data company to provide audiences of space travel intenders!

That means in addition to our standard PeopleCore offering, we work with partners to create custom audiences aimed at solving their biggest challenges. Our cognitive psychological research can turn into your proprietary insights in record time.



## The Data Leading Brands & Media Companies Trust

Our PeopleCore database goes deep and wide, helping you know more about your audience than ever before. Companies, brands, and media buying teams across verticals turn to our data for rich analytics, audience development and omni-channel targeting. Here's a high-level look at our 2000+ attributes.

### THE WHO

#### Demographics & Finance

Our demographic, financial and affluence data serve as the accurate, important building blocks in painting a complete audience picture.

### THE WHAT

#### Lifestyles & Behavior

Understand the habits, hobbies, preferences, health and wellness actions and even past purchases of your key audiences.

### THE WHY

#### Predictors & Motivators

Unlike any other data you've used, we accurately predict spend across categories, in-market timing & psychological drivers.

## PeopleCore Database:

*The most accurate, comprehensive view of consumers*





## We Speak Geek™.

At AnalyticsIQ, marketers and advertisers love and rely on our data. Our digital audience taxonomies make it easy for media teams to quickly identify and target the most relevant audience segments. For data teams that are digging in, we deliver attributes at a granular, yet easily segment-able level, providing them the ultimate power to splice, dice and model audiences on their terms. What are a few other ways that our approach to data stands out? Check it out!



### Cross-Channel Linkage

Our linkage capabilities empower organizations to activate audiences across channels and devices including offline, digital, mobile, CTV/OTT.

We can do this through:

- Direct matching using our own identity graph linkage data including name/postal address, hashed email, MAIDs & IP address
- Onboarding through industry partners like LiveRamp & Neustar



### BusinessCore Connectivity

In addition to PeopleCore, AnalyticsIQ also delivers organizations unparalleled business intelligence via our B2B offering, BusinessCore.

With BusinessCore, you can:

- Link professionals to their personal profiles on PeopleCore for B2B2C insights and learnings
- Understand the motivations & preferences of people as professionals



### Custom Audience Development

AnalyticsIQ loves the opportunity to rise to the challenge and help clients answer big questions using our proprietary methodology.

For custom audience creation:

- We can conduct custom consumer research driven by our cognitive psychological approach
- Develop predictive, validated models for you to use 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 audiences, target prospects across channels, or measure your campaign success, AnalyticsIQ can be your partner. Contact us today at [sales@analyticsiq.com](mailto:sales@analyticsiq.com).