



# InSightIQ

## Combine curated consumer data to generate business insights

### Overview

InSightIQ combines consumer data and analytics with deep industry and domain expertise to curate powerful, relevant insights.

It actively monitors and aggregates real-time consumer, macro, marketplace, competitive, and economic data to predict how and when brands can win in the marketplace—the outside-in perspective that turns insight to a competitive edge.

### Features

**Behavior insights from 5G and mobile device data**

**Track basket composition to learn the choices consumers make, plus when and how their behavior shifts**

Use mobile device and clickstream data to see where people are—and are not—visiting

Use credit/debit card transaction data to predict transactions and spending

Weekly consumer sentiment pulses to interpret behaviors with context

### InSightIQ helps interpret changing consumer preferences and expectations



Understand consumer demographics, identify growth opportunities and buying patterns



Analyze channel activity, strategize to retain valuable customers and attract new ones



Prepare for future disruption, analyze emerging trends and the competitive landscape

#### Industries

Consumer

#### Functions

Customer

#### Processes

Marketing  
Business performance

#### Innovations leveraged

Market intelligence  
5G  
Social media