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