

InSightIQ

**Growth no one thought was possible.
Answers to questions no one knew to ask.**

Combine signals, science, and decisions to accelerate your next chapter—**accelerated by Google Cloud.**

What if the insight your company needs most is the answer to a question you don't know to ask? Opportunities to transform your business are within your reach right now, but you won't find them chasing increments of growth with the same signals your competitors are using.

InSightIQ doesn't only gather more signals; it gathers more relevant intelligence and puts it to scientific use. **To know your customers and your market, you need to see them from different angles by asking different questions.**



What's the **real value** you're getting back from your investment in a customer? A segment? A market?



When you aren't reaching enough people, **who exactly** are the new ones you ought to pursue?



How does your growth really match up with the market in **real terms**?



When your customers aren't spending with you, where are they spending instead? Are you sure the answer we have today is taking **everything relevant into account?**

Ready-to-execute choices—point the way to new levels of growth and change

Signals

Deeper, timelier, more—but that's only the beginning. We connect more than 10,000 data points at the individual level so you have a richer knowledge of your customers.



Science

By combining advanced analytics with deep knowledge of your industry and your business, we turn questions no one asked before into brand-new insights.



Decisions

You have more potential than you know. More choices than you've been able to see before. Now you can make those decisions with confidence, and they'll produce unprecedented results.



Outcome


Let your competition settle for the same reports and the same incremental yearly progress. You can use deeper insights and more targeted decision-making to leap into exponential growth.

- Understanding of customers' real characteristics, habits, intentions, and desires—leading to the conversion of customers to different, categories, seasons, or products
- Shifting focus to areas with growth opportunity
 - Realigning Research & Development (R&D direction)
 - Recasting of store assortment
 - Remapping of target markets

More than the sum of the parts









The components of this system are arrayed to deliver more than the sum of their parts. With personally identifiable information (PII) on more than 280 million consumers and more than 10,000 different sources of input at our command, we deliver a single decision-making capability that operates on a scale human discernment cannot.

Data everyone else uses

 Customer, syndicated, segmentation, profile, and syndicated data

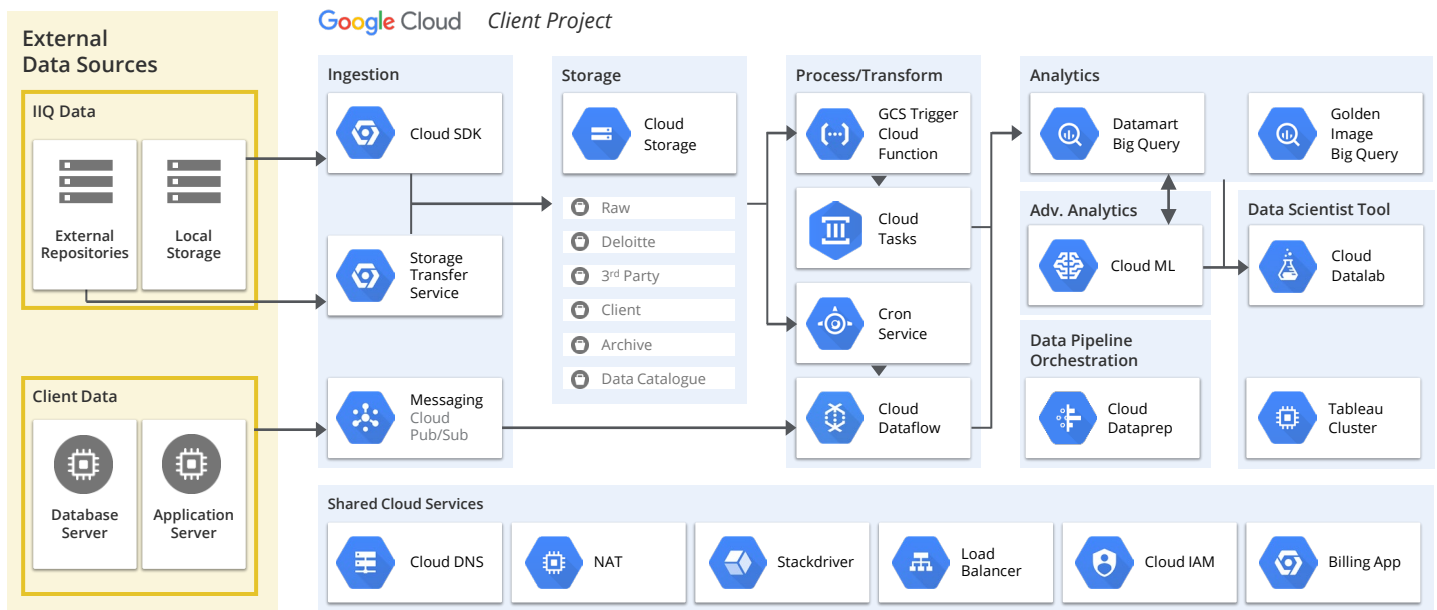


Additional Data with InSight^{IQ}

-  What is she seeing and saying online?
-  Where does she walk, ride, or drive every day?
-  What is it like where she lives, works, and plays?
-  Where is she spending time online?
-  What is her relationship and activity with your competitors?
-  What is the state of her health and fitness?
-  What stage of life is she in? What are her current needs?
-  Where is she spending? On what? How much and how often?

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InSight^{IQ} platform



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Start the conversation



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