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.**

**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**
- 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

Additional Data with InSight

Customer, syndicated, segmentation, profile, and syndicated data

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 platform

External Data Sources

IIQ Data

External Repositories

Local Storage

Client Data

Database Server

Application Server

Ingestion

Cloud SDK

Storage

Cloud Storage

Raw

Deloitte

3rd Party

Client

Archive

Data Catalogue

Process/Transform

GCS Trigger Cloud Function

Cloud Tasks

Cron Service

Cloud Dataflow

Analytics

Datamart

Big Query

Golden Image

Big Query

Adv. Analytics

Cloud ML

Data Scientist Tool

Cloud Datalab

Data Pipeline

Orchestration

Cloud Dataflow

Cloud Dataprep

Cloud Datalab

Tableau Cluster

Shared Cloud Services

Cloud DNS

NAT

Stackdriver

Load Balancer

Cloud IAM

Billing App

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Start the conversation

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