

AnalyticsIQ Identity Intelligence

Enriched identifiers make personalized experiences possible.

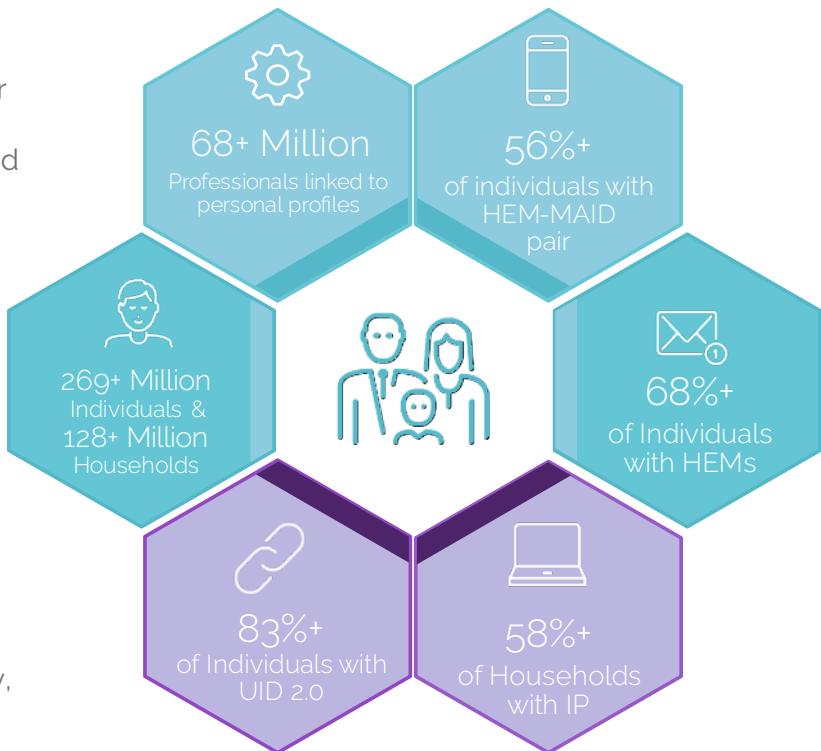
See the person behind the ID

When consumers share little more than their device identifiers with your organization and your customer file is limited to row after row of numbers, providing personalized experiences and driving better individual outcomes can feel like a pipe dream. The key to achieving true personalization starts by identifying individuals with reliable identity intelligence. However, effectively collecting and managing the identifiers and data needed to achieve unified and actionable identity is easier said than done.

AnalyticsIQ Identity Intelligence

Harnessing the power of multi-sourced, online, and offline identifiers, AnalyticsIQ's Identity Intelligence excels in helping brands resolve many-to-many relationships down to individual identities. With a strong emphasis on data quality, reliability, and privacy, AnalyticsIQ's Identity Intelligence provides a set of deterministic identity signals with multiple identifiers available – such as HEMs, MAIDs, plain text emails, IP addresses, names, physical addresses, phone numbers, and date of birth – that can be incorporated into your company's identity spine.

But that's not all. As the first data company to infuse data science with proprietary cognitive psychological research, AnalyticsIQ provides access to predictive B2B2C data that reflects the modern world. With AnalyticsIQ's Identity Intelligence, you have the opportunity to unlock 1500+ predictive data points in order to activate across channels.



Let's talk

Are you ready to turn your mystery identifiers into data rich records with thousands of features? Your file can be match tested by our team, and we will even provide a profile report on your ID enrichment. Contact us today at sales@analyticiq.com.