

AnalyticsIQ Introduces BusinessCore™ Data to Transform B2B Marketing Across Channels

New B2B Marketing Database Provides Business and Professional Level Insights for Personalized Account-Based Marketing

ATLANTA, GA, USA, September 13, 2018 /EINPresswire.com/ -- Predictive analytics and consumer marketing data innovator, [AnalyticsIQ](#), announces today the launch of [BusinessCore™](#), a [B2B marketing](#) database that provides rich data and insights on businesses as well as individual professionals. Unlike other B2B data offerings, the new BusinessCore audiences allow marketers to go beyond basic firmographics for cross-channel targeting and analytics.



By leveraging multiple data sources, proprietary research and cognitive psychology, BusinessCore data provides advertisers with insights into the background, preferences and buying style of professionals. Marketers can now understand if their prospects are:

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Simply put, businesses don't make decisions – people do. It is fundamentally important to understand professionals on an individual, human level so you can personalize your communication.”

Dave Kelly, CEO of AnalyticsIQ

- Relationship focused or price oriented
- Impulsive or conscientious
- Decisions makers or influencers
- Inclined to prefer in-person or digital communication
- Interested in particular types of marketing content

“We are passionate about moving the needle in the B2B marketing data world and we believe BusinessCore data can do that,” says Dave Kelly, CEO of AnalyticsIQ. “Simply put, businesses don't make decisions – people do. It is fundamentally important to understand professionals on

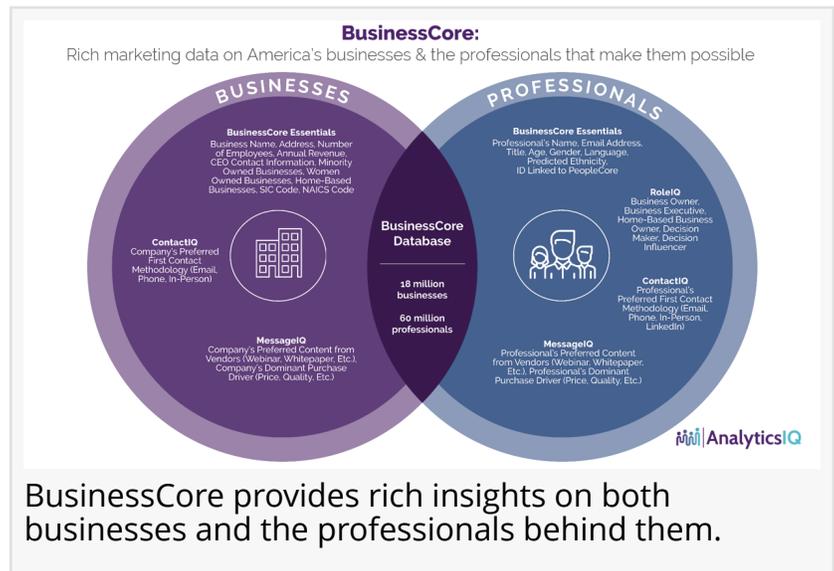
an individual, human level so you can personalize your communication and ultimately meet their needs.”

Ideal for ABM programs, the BusinessCore database covers over 18 million businesses and 60 million professionals, who are also linked to personal profiles on the AnalyticsIQ PeopleCore™ consumer marketing database. Marketers can not only identify target accounts, but execute one-to-one level marketing to reach the key stakeholders responsible for making purchase decisions.

“B2B buyers' expectations are shifting to be more in line with their consumer experience,” says Anna Brantley, Chief Revenue Officer of AnalyticsIQ. “With the right data, marketers can now personalize messaging and meet people wherever they may be. Whether you want to reach a

prospect while he's on Facebook or a CEO at her home with a piece of mail, we can easily help marketers activate the audiences that matter to them."

Starting today, over 80 audiences are now available for activation across channels, including email, direct mail, social, digital, video and even advanced TV. To sample the data, marketers may contact AnalyticsIQ to request a profile report which provides valuable insights about current customers and prospects. For a complete listing of the BusinessCore data elements or to request a profile report, contact sales@analytics-iq.com or visit <http://analytics-iq.com/businesscore/>.



About AnalyticsIQ

AnalyticsIQ is a leading predictive analytics and consumer marketing data innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help marketers understand how and why people make decisions. Our accurate and comprehensive PeopleCore consumer database provides unrivaled insights to advertisers, agencies and technology providers. For B2B marketers, the BusinessCore database delivers rich, unparalleled information on both businesses and individual professionals. Brands rely on our data to fuel personalized experiences across channels including direct mail, email, online, mobile and TV. Headquartered in Atlanta and recently named one of Georgia's Top 10 most innovative companies, AnalyticsIQ's team of data analysts, scientists, and cognitive psychologists have over 100 years of collective analytical experience and expertise. For more information, visit www.analytics-iq.com and follow us on Twitter @AnalyticsIQ.

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