

# AnalyticsIQ Makes Marketing Data Available on AWS Data Exchange

*AWS customers can access B2C and B2B insights, analytics, and modeling capabilities*

ATLANTA, GA, USA, October 19, 2021 /EINPresswire.com/ -- [AnalyticsIQ](#), a leading provider of predictive marketing data, today announced the availability of individual-level marketing data on [AWS Data Exchange](#), a service that makes it easy for



We are delighted to have our individual level data for insights, analytics, modeling, and activation available on AWS Data Exchange.”

*Margo Hock, VP of Strategic Partnerships at AnalyticsIQ*

millions of Amazon Web Services (AWS) customers to securely find, subscribe to, and use external data in the cloud. AnalyticsIQ’s B2B and B2C data, including niche audiences especially valuable for organizations in the auto, finance, health and wellness, and media industries, is now widely available.

“We are delighted to have our individual level data for insights, analytics, modeling, and activation available on

AWS Data Exchange,” states Margo Hock, VP of Strategic Partnerships at AnalyticsIQ. “By working with the world’s leading cloud platform, we can deliver customized, scalable and cost-effective solutions to allow AnalyticsIQ’s data to have an even bigger impact on businesses and their data-driven initiatives.

Additionally, AnalyticsIQ provides free geo-level data as part of its participation on AWS Data Exchange. This enables organizations to evaluate rich data samples before moving forward with the full data set.

For more information about AnalyticsIQ’s B2C and B2B data available to AWS clients, visit <https://analytics-iq.com> or contact your AWS rep. AnalyticsIQ is part of the Extended Provider Program, an existing program for qualified AWS Data Exchange data providers that enables them to distribute certain categories of data with controls over who is able to access the data. For more information click [here](#).

## About AnalyticsIQ

AnalyticsIQ is a leading predictive analytics and consumer and business marketing data innovator. We help marketers better understand why and how consumers 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 insights on both businesses and individual professionals. Headquartered in Atlanta, AnalyticsIQ's team of data analysts, scientists, and cognitive psychologists have over 100 years of collective analytical experience and expertise.

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