

Find your ideal customers

Analyze360[®] Solutions Overview



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Introduction

Analyze360® and American Lifestyles™ form key parts of Analyze Corporation’s suite of analytics tools, each playing a unique yet complementary role in market segmentation and consumer behavior analysis. These AI-powered solutions transform big data into actionable insights for consumer segmentation, lead generation, and deeper analytics.

Analyze360® enriches your customer data by integrating over 350 unique socio-demographic and behavioral insights from more than 220 million U.S. consumers. This powerful integration helps you thoroughly understand consumer behaviors and trends, boosting your capacity to address sales challenges, enhance cross-selling and upselling, and efficiently generate new leads.

American Lifestyles™ segments the U.S. population into 32 detailed clusters based on age, income, and buying patterns. This classification provides precise consumer insights, refining your marketing strategies and product offerings with a nuanced view of market segments that are specifically tailored to your business needs.

Our platform makes segmentation easy: upload your customer data, and our algorithms promptly generate a custom report that aligns with American Lifestyles™ profiles, offering targeted insights. Starting with Analyze360® is straightforward—our reports are user-friendly, secure, and adaptable for businesses of any size, with various access options to suit your needs. Even if you lack a customer list, simply describe your product and marketing goals to our AI assistant, and we will craft a tailored customer profile for you.

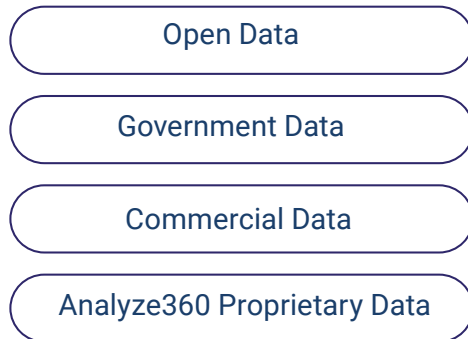


2

Data Integration and Analysis

1

Data Sources



Add your data



3

Actionable Insights



Generate
Analyze360[®]
Report



Compare and
Segment



Find
Customers!

Our Methodology Visualized

1 Data Sources: Where does the data come from?

Our process begins with the collection of diverse data sets, ensuring a rich foundation for analysis. We utilize:

- **Open Data:** Accessible data that can be freely used, shared, and modified.
- **Government Data:** Reliable datasets from government sources which include demographics, economic statistics, and more.
- **Commercial Data:** High-quality data from commercial partners that provide additional depth such as consumer behavior metrics.
- **Analyze360[®] Proprietary Data:** Unique datasets developed through our own research and analytics efforts.

2 Data Integration and Analysis: How does it work?

- **Your Data:** You provide us with your raw customer data, which we integrate with our comprehensive datasets.
- **Intelligent Segmentation:** Our proprietary algorithms analyze the integrated data to segment customers into meaningful groups.

3 Actionable Insights: What's the result?

- **Generate Analyze360[®] Report:** We compile the insights into detailed, easy-to-understand reports.
- **Compare & Segment:** You can then review these segments to understand different customer dynamics and behaviors.
- **Find Customers:** Leveraging this information, you can more effectively target and engage your ideal customer segments.

Key features of Analyze360®

Affordable SaaS License

Ensures businesses of all sizes get faster insights without heavy costs. Analyze360® offers an affordable SaaS license to quickly transform customer or marketing lists into deep insights on consumer behavior, lifestyles, demographics, and trends. Its automated processes for data validation, standardization, and enrichment allow quick conversion to comprehensive marketing insights. This makes fast, actionable insights accessible to businesses of any size without significant initial investments.

Generative and Predictive AI Integration

Integrates first and third-party data from over 220 million US individuals seamlessly. The platform's analysis is enhanced by Generative and Predictive AI, improving target segment identification, consumer behavior insights, and personalized marketing strategies. This technology accesses extensive databases on over 220 million US individuals, offering a detailed understanding of target audiences. The Generative and Predictive AI aspect boosts the platform's ability to provide accurate and sophisticated analyses, improving businesses' marketing strategies.

Real-Time Insights for Agile Decision-Making

Just-in-Time insights are pivotal in today's fast-paced market, and Analyze360® excels by providing real-time analytics and reports. The feature of unlimited reports and data underscores the platform's commitment to ensuring businesses have access to the most current information, crucial for agile decision-making. This capability allows for continuous monitoring and adaptation to market dynamics and trends, facilitating more targeted and efficient marketing efforts without constraints on data usage or report generation.

Customization and Raw Data Access

Provides raw data for in-depth analysis and offers white-labeled reports for branding, ideal for consultancies and agencies. Analyze360® delivers not just insights but the detailed data needed for advanced analysis, enabling statisticians to use sophisticated statistical models or tailored analyses. White-labeled reports allow businesses to brand their insights, adding value for agencies and consultancies presenting data to clients. This customization, along with the platform's AI capabilities, enhances marketing strategy understanding and personalization.

Making fast, actionable insights
accessible to businesses of any size
without significant initial investments.

Expanding Reach with Lookalike Audiences:

Identifies potential customers similar to existing ones, facilitating targeted marketing and growth. Beyond internal analysis, Analyze360® excels in identifying and creating lookalike audiences, crucial for expanding a business's customer base. This capability, supported by the platform's comprehensive analytical tools, allows for efficient targeting of new segments that share similarities with existing customers, enhancing marketing efficiency and driving growth.

Consumer Profiles Overview

To boost sales and profitability, it’s crucial for businesses to invest time and resources in developing detailed consumer profiles tailored to their unique customer base. A consumer profile is a detailed representation of either an individual customer or a segment of customers, characterized by common attributes sourced from extensive third-party data.

These profiles are categorized into 32 distinct groups, allowing marketers to efficiently organize customers for targeted marketing, promotional efforts, and sales activities. Targeting these well-defined customer segments with customized advertising significantly enhances the probability of sales success and profitability. Consumer profiles are instrumental in pinpointing and describing these varied segments, making them a key tool in strategic marketing.

Consumer Profile Criteria

Effective marketing requires a precise definition of your target customer. Below is a breakdown of the criteria used to define consumer profiles, which should be customized based on your specific marketing needs:



Demographics & Lifestyle

- **Age Range:** 18-24, 24-34, 35-44, etc.
- **Life Stage:** e.g., Mid-Life
- **Family Status:** Married/Divorced, Parents of High School or College Aged Kids, etc.
- **Education:** High School, College Educated, etc.
- **Home Ownership:** Rents, owns home, etc.
- **Typical Communities:** Examples like Norwalk, CT; Staten Island, NY; Alexandria, VA



Financial Profile

- **Household Income:** \$50K, \$100k, \$250K+ etc.
- **Spending/Saving Habits:** Propensity towards Spending vs. Saving



Consumer Preferences

- **Automobile:** Drives a Honda Accord, BMW X5, etc.
- **Shopping Habits:** Prefers brands like Apple, Cartier, Tiffany& Co., Sephora, etc.



Digital Usage

- **Online Shopping Frequency:** High, Med, Low
- **Smart Device Usage:** High, Medium, Low
- **Preferred Media:** Watches channels like the Golf Channel, Netflix, HBO, etc.

Industry Vertical Segmentation

Industry vertical segmentation involves categorizing your potential and existing customers into groups based on their specific industry sectors, such as insurance, home improvement, retail, or automotive. Each sector exhibits unique characteristics—including size, growth rate, regulatory environment, competition, and degree of innovation—that influence consumer demand and preferences.

This segmentation is crucial for tailoring your marketing and sales strategies. It enables you to:

- **Understand distinct customer needs and pain points**, enhancing your ability to address these effectively.
- **Differentiate your offerings**, ensuring that your value proposition resonates with the specific challenges and opportunities within each sector.
- **Build trust and credibility** by aligning your communication strategies with the industry-specific language and culture.

For instance, healthcare providers focus on patient care and compliance, requiring solutions that enhance these aspects. In contrast, financial institutions prioritize security and reliability. Understanding these nuances allows you to craft persuasive messages and adapt your strategies to meet the specific expectations and requirements of each industry, thereby identifying and capitalizing on the most profitable and attractive markets.

By segmenting customers by industry vertical, you can identify the most profitable and attractive markets for your sector. So you can focus and adapt resources, efforts and communication strategies to suit to industry's preferences.

Our clients say it best...



AUTOMOTIVE INDUSTRY

Flat Revenue?

After several years of flat revenue, a car dealership experienced a 317% revenue increase with Analyze360.

FASHION INDUSTRY

Jewelery or Petite Line?

After using Analyze360 a nation-wide women's clothing retailer changed direction by adding a jewelry line when they discovered jewelry ranked higher for their customer base. Saving the retailer money and providing their customers more of what they wanted.



COMMUNITY

Target Crowd Sourcing?

An on-line community for crowd-sourcing reviews saw a 20-40% increase in their re-marketing efforts after using Analyze360 to profile their customers and compare them to their remarketing audience.



FUNDRAISING

Donation Seasons?

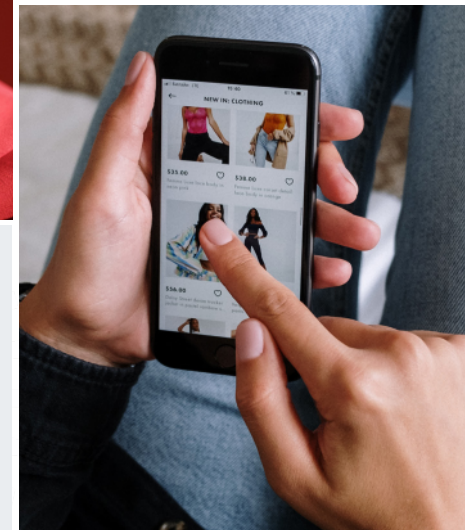
A fundraiser used Anayze360 to test the seasonality of donor activities throughout the year.



INSURANCE INDUSTRY

Social Insurance?

An insurance agency was able to target and locate 80% of its potential new customers on social media.



Glossary

AI-powered Solutions: Tools and platforms that use artificial intelligence technologies to analyze data and generate insights, enhancing decision-making processes.

Behavioral Insights: Information derived from the behavioral patterns of consumers, such as purchasing behaviors, product usage, and feedback. These insights help businesses understand how consumers interact with their products and services, which can inform marketing strategies and product development.

Big Data: Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.

Consumer Profiling: The process of creating detailed descriptions of segments of consumers based on various attributes including demographics, psychographics, and behavior. These profiles help businesses tailor their marketing strategies to better meet the needs of different customer groups.

Consumer Segmentation: The practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, and spending habits.

Cross-Selling: The action or practice of selling an additional product or service to an existing customer.

Customized Advertising: Advertising tailored to the needs, interests, or demographics of individual consumers or specific consumer segments.

Data Enrichment: The process of enhancing, refining, and improving raw data by merging with additional data from multiple sources, making it more useful for analytics and decision-making.

Data Integration: The process of combining data from different sources into a single, unified view to provide users with consistent access and delivery of data across the spectrum of subjects and structure types.

Data Validation: The process of ensuring that a program operates on clean, correct, and useful data, meeting the quality and accuracy requirements.

Demographics: Statistical data relating to the population and particular groups within it.

Generative AI: Artificial intelligence that can generate content, such as text, images, and music, by learning from a large set of data.

Intelligent Segmentation: The application of advanced algorithms to divide a market into distinct groups based on various criteria, allowing for more precise marketing strategies.

Lookalike Audiences: A way to reach new people who are likely to be interested in your business because they're similar to your best existing customers.

Glossary (cont.)

Market Dynamics: The dynamic, or changing, aspects of a market characterized by the evolving demands and preferences of consumers, competitive pressures, and external influences such as economic conditions.

Market Segmentation: The practice of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers (known as segments) based on some type of shared characteristics.

Predictive AI: Artificial intelligence systems that make predictions about future outcomes based on historical data.

Psychographics: The study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research.

Real-Time Insights: Data analysis and reporting that are conducted instantaneously with ongoing processes, allowing for immediate knowledge and decision-making.

SaaS License (Software as a Service): A software distribution model in which applications are hosted by a third-party provider and made available to customers over the Internet.

Segmentation Reports: Documents that outline the results of dividing a customer base into clearly defined groups based on shared characteristics for targeted marketing.

Sociometrics: The quantitative study of social relationships and interactions within a group, often used to analyze patterns of communication, influence, and social connections to predict group dynamics and individual behaviors.

Statistical Models: Mathematical representations of real-world processes, used by statisticians for data analysis and hypothesis testing.

Upselling: A sales technique where a seller induces the customer to purchase more expensive items, upgrades, or other add-ons in an attempt to make a more profitable sale.

Vertical Segmentation: Dividing a market into groups based on specific industry sectors or verticals, like healthcare, finance, or education, with each group having unique needs and characteristics.

Let's get started!



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