

Consumer Intelligence Group



Data driven solutions for Marketers and Enterprise

Driven by data, powered by insights

In today's data-rich, technology-driven world, planning and decision making depends on real-time access to actionable insights.

At CiG, we're on a mission to simplify the way businesses generate and share insights to inform decision making.

This is the inspiration for our on-demand insights platform - intelligentVIEW.

Easily turn your data into insights to share with internal teams across the organization.



CiG services include:



intelligentVIEW

Our web-based, on-demand profiling and segmentation application.



intelligentVIEW AdSpot

Real time competitive media and advertising creative monitoring.



intelligentVIEW RELATIONSHIPS

A turnkey, comprehensive marketing and prospecting database.

Speed to decision making with intelligentVIEW

Designed for business, intelligentVIEW simplifies the relevance and value of your data by transforming it into insights reports, in minutes.

- Access fully interpreted, presentation ready insights reports online, anytime.
- Gain a holistic view of customers, targets, and markets.
- Share customer insights across interdepartmental teams to inform everyday decision making.
- Validate an idea or evaluate a new market opportunity in days versus months.
- Don't be overwhelmed by your data. Make it useful and actionable in the form of insights reporting.

Shared insights for everyone at the table

On-demand insights presented in customizable, shareable reports.

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Data driven insights

Join 100's of users across top-tier Canadian businesses fueling data-driven decision making with the intelligentVIEW insights platform.



intelligentVIEW

A web-based application that connects your customers or prospects to extensive 3rd-party data through custom modules.

In minutes, turn basic data into fully interpreted insights reports that drive planning and decision making across your organization.

- Create a 360 degree view of customers and prospects in minutes
- 28+ customer behaviour modules to tell your customer story
- 20,000+ attributes to define your audience
- No complicated integration or IT assistance required
- Easily customize and share visualized reports



intelligentVIEW AdSpot

Real time competitive ad tracking across national media integrated into the intelligentVIEW platform.

Watch competitor commercials, hear radio spots, and view digital ads and flyers.

Gain instant access to insights on your target audiences, competition, and markets.

- 32 Television Stations
- 120+ Radio Stations
- 28+ Flyers
- 32 Daily Newspapers
- 250+ Websites
- 3 Million archived ads growing by 2000+ daily

CiG's data partners track and monitor national media activity in near real time.



intelligentVIEW RELATIONSHIPS

The combination of CiG's unique marketing products to deliver turnkey prospecting databases for a fraction of the time and investment.

No need to hire costly development partners-our solution can be set up within days.

How it works:

- We combine your existing data with intelligentVIEW data to give you a 360-degree view of your prospects
- Generate customer profiles and identify vital segments in minutes with intelligentVIEW.
- Deliver relevant campaigns and messages to the right audience.

Built and maintained by CiG, accessible to you, anytime.

CiG Data Partners

CiG works with North America's most trusted and reliable data sources and media properties to generate 20,000+ unique customer attributes including:

- Canada Post
- Adease
- Vividata
- Statistics Canada
- Manifold Data Mining
- Numeris

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