intelligentVIEW

Turn basic company data into shareable, actionable insights, in minutes.

CiG Consumer Intelligence Group

The concept is simple, the benefits are immediate.

Successful businesses need access to the right kind of data, presented as understandable insights to make decisions quickly.

intelligentVIEW insights platform is the solution.

Easily generate and share presentation ready insights reports across your organization for a holistic view of your customers and markets.

- On-demand Profiling and Segmentation
- Limitless access and sharing
- No more costly data licenses or IT involvement
- One user friendly interface

intelligentVIEW Features

- 360˚ view of customers and markets
- 28 modules to build your reports
- 17 robust segments & 109 sub-segments
- 90 seconds average run time
- 20,000⁺ data attributes

The power of competitive insights.

Watch competitor commercials, hear radio spots, view digital ads and flyers through the intelligentVIEW interface.

intelligentVIEW AdSpot real time competitive media and advertising creative monitoring is a game changer.

No more aggregating multiple data sources, ad hoc manual advertising monitoring or dependence on other teams to provide insights.

Driven by data

Powered by 20,000⁺ unique customer attributes, generated from North America's most trusted and reliable data sources and media properties including:

- Statistics Canada
- Ethnic Technologies
- Canada Post
- Manifold Data Mining
- Numeris
- Adease

Data driven insights for everyone
On-demand insights presented in customizable, shareable reports.

Data driven insights

intelligentVIEW makes your data meaningful by turning it into actionable insights.

How intelligentVIEW works

intelligentVIEW connects your customer data to extensive 3rd-party data at the postal code level through custom modules.

The result is an insight report that tells the story about your customers, markets, trade areas, competitors or prospects.

Who your customers are, what they like, what they drive, what they watch, how they shop, what they buy or where they bank are just a few of the chapters available to build the story.

You decide how broad or specific your intelligentVIEW insights reporting should be.

Integrating your data

Our in-house data management team will help you identify the right data to upload to the intelligentVIEW platform. Data types include:

Customer, prospect and market data
Integrated at the postal code level to minimize privacy or security concerns.

Existing Profile and Segmentation data
Keep Profiles and Segments up to date and relevant without costly data aggregation projects or additional resources.

Risk, pricing, and customer value data
Understand and measure customer and market value.

Easily understood and shared, intelligentVIEW insights reports inform decision-making at the speed of business.

Strategic planning - Understand existing and future customers to develop new products, programs and content.

Marketing - Identify who your customers are beyond your existing data. Understand who to target and the best channels to reach them.

Prospecting - Learn how many future customers fall into your target audience within your markets.

Branch, market and location analysis - What do people look like around your branches? Visualize with heat mapping and Google® maps integration.

Engage and collaborate with stakeholders - Reports can be customized and shared quickly and easily.

Break down silos with real time collaboration - Validate an idea or access an evolving view of your customers and markets without the extra hands or wait time.

Media planning - Know the best media channels to reach your audience (TV, Radio, Digital, Direct).

Customize to your business needs - Add your own data sets, buyer personas, segments and branding.