intelligentVIEW

In this rapidly changing, data-driven world, successful marketers need insights to make the right decisions.

Consumer Intelligence Group

Developed for Marketers, Powered by Insights

Understanding your customers and markets is the first step in the marketing process. Relevant content, targeted media selection, events, products and programs are all grounded in knowing your audience. To do this effectively, marketers need insights.

Yet for most, the challenge is accessing the right data, having the right insights software or in-house resources to interpret the output. There is a fundamental gap between what marketers need and what is possible. Until now.

intelligentVIEW is the solution.

intelligentVIEW Features

- ✅ **360°** view of audiences
- ✅ **20,000+** attributes
- ✅ **25+** customizable reports
- ✅ **90** seconds average run time
- ✅ **Limitless sharing**
- ✅ **$0** data licence

**Find out how to turn your data into insights.
Sign-up today!**

Why Choose intelligentVIEW?

A revolutionary web-based insights software, intelligentVIEW delivers insights about customers, markets and products quickly and easily.

Insights software built for marketers to:

- Automate insights gathering.
- Turn data into presentation ready reports.
- Share insights across departments.
- Segment markets and consumers.
- Drive decision making at every step of the marketing process.

Run reports in English or French.

Insights Available

Define and profile your audience with insights on Demographics, Lifestyle, Financial Services, Shopping Behaviour, Restaurants and more, available for:

- **Audiences** – Customer and prospect profiles.
  - Instant 360° view provided in presentation ready reports.
- **Markets** – Assess and map any market.
  - Visualize key markets on the go.
- **Visualizations** – Google Street View integration and Heat Maps.
- **Customizations** – Add your own data sets, buyer personas, segments and corporate logo.

Contact CiG for a demo or more information

How intelligentVIEW Works

intelligentVIEW tells the story about your customers, markets, trade areas, competitors or prospects. You choose the chapters you want to read.

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.

intelligentVIEW makes data meaningful by transforming it into insights.

How Do Marketers Use Insights Reports?

- **Strategic Planning** – Understand existing and future customers to develop new products and programs.

- **Targeting** – Know who to target, segmenting offers and best channels to reach them.

- **Customer Marketing** – Identify potential within customers and understand who they are beyond your existing data.

- **Prospect Marketing** – Discover how many future customers fall into your target audience within your markets.

- **Branch Market and Location Analysis** – Learn what people look like around your company branches, the location potential and how to support new brand openings.

Creative & Messaging Development

- **Content Development and Engagement** – Understand, connect and engage your audience with relevant content.

- **Media Planning** – Know the best media channels to reach your audience (TV, radio, digital, direct).

- **Engaging and Collaborating with Stakeholders** – Reports can be customized and shared quickly and easily.

These reports can be easily understood and shared, supporting more informed decision-making and faster turnaround time.

intelligentVIEW

Ethnicity | Automotive | Financial | Shopping

"Quickly and simply understanding a set of customers or a potential market has been very easy with intelligentVIEW. We were early adopters of the platform and have integrated its information into a number of business planning exercises and acquisition campaign targeting."

– **FILOMENA HENRIQUES**, Direct Marketing – Scotiabank