

THE DEEP DIVE by intelligentVIEW



Consumer Intelligence Group

Add insights across multiple lines of business to get the holistic view

The Deep Dive provides the opportunity to institutionalize insights into regular planning, customize the output to meet specific needs and propel business decisions

Get full value out of the data insights by adding them to regular reporting of organizational results. Understand trends, see where changes are taking place and link back to effort for full understanding of cause and effect. Customize anything within the platform and the reports to ensure that they information is concise, efficient and providing insight to reach

intelligentVIEW The Deep Dive Features

-  **6 months - eight users**
-  **Unlimited Reports**
-  **10 - hours Training/Kick Off Session**
-  **5 Insight Modules (demographics and segmentation)**
-  **Your Branding on all Reports**
-  **intelligentVIEW Mapview Access**



Enhance the Experience

Add Affiliate Corporate Entities - provide access to other LOBs to get more value out of the platform

See More Modules - need more information, add more report modules to broaden your insights

Get Competitive Insights - need to know what the competition is doing, add AdSpot

Build Audiences - use Numeris Survey data to build audiences and learn about them

Channel Execution Tactics - get digital, social media and direct response targeting information

Customize - build custom reports, incorporate proprietary data, make it work exactly as you need it to

Data driven insights for everyone

On-demand insights presented in customizable, shareable reports.

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

Comparative Reporting - compare multiple files to build trend understanding and identify opportunity

Planning - understand how your customer and prospect base is changing over time, their preferences and media consumption patterns to contemplate new strategies, tactics, products and programs

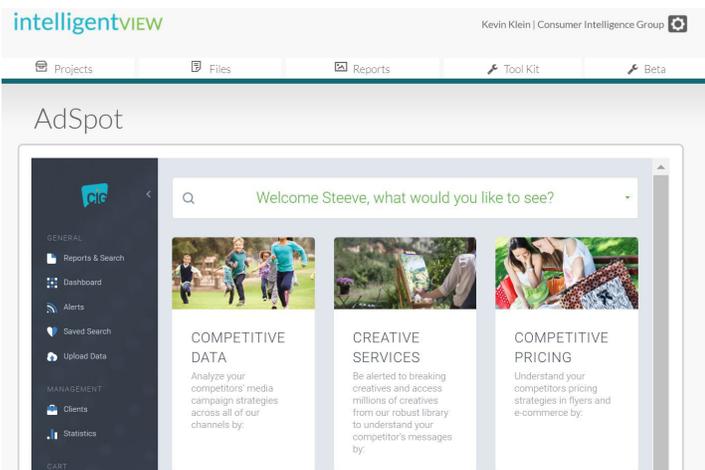
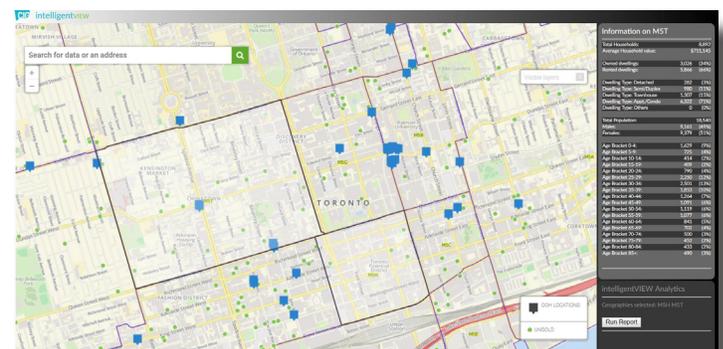
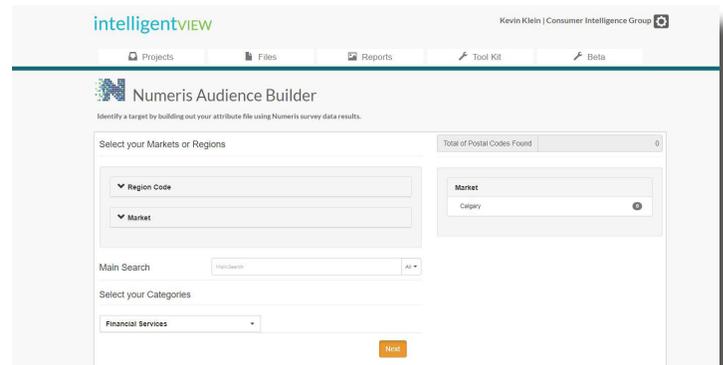
Customer Marketing - identify who within your customer base are most likely to respond to up-sell and cross sell offers based on a broader understanding of who your customers are relative to the marketplace

Prospect Marketing - identify segments with the marketplace that best represent your customer base, where they are and how to talk to them to optimize your prospecting campaigns

Competitive Analysis - you want to compare your customers to different sets of competitors to understand the differences to drive strategic and tactical planning initiatives and take advantage of your competitive differences in the marketplace.

Market Sizing - you are looking for women, age 35 to 49, who own luxury brand vehicles and over index for spending on clothing. intelligentVIEW can find that market, provide a comprehensive view of them and their preferences and show you where to find them.

Socializing Models - Help analytics bring models and campaign analytics to life. See markets, prospects and customers with a 360 degree view of habits, likes, dislikes and brand preferences, all the things that marketers need to communicate effectively and drive



Customer Segmentation - Your best customers represent three distinct market segments. Understanding these segments provides an incredible amount of information to support strategic and tactical decisions including who get what creative, when and how

Media Planning Socializing - what media channels reach my audience? intelligentVIEW can drive decisions surrounding radio, TV, print, social, digital and direct. Get a full view of the media available to reach your best prospects

Dashboard Analysis - determine key metrics within your data and understand the changes within your data on a regular basis to drive real understanding and insight to propel decision making