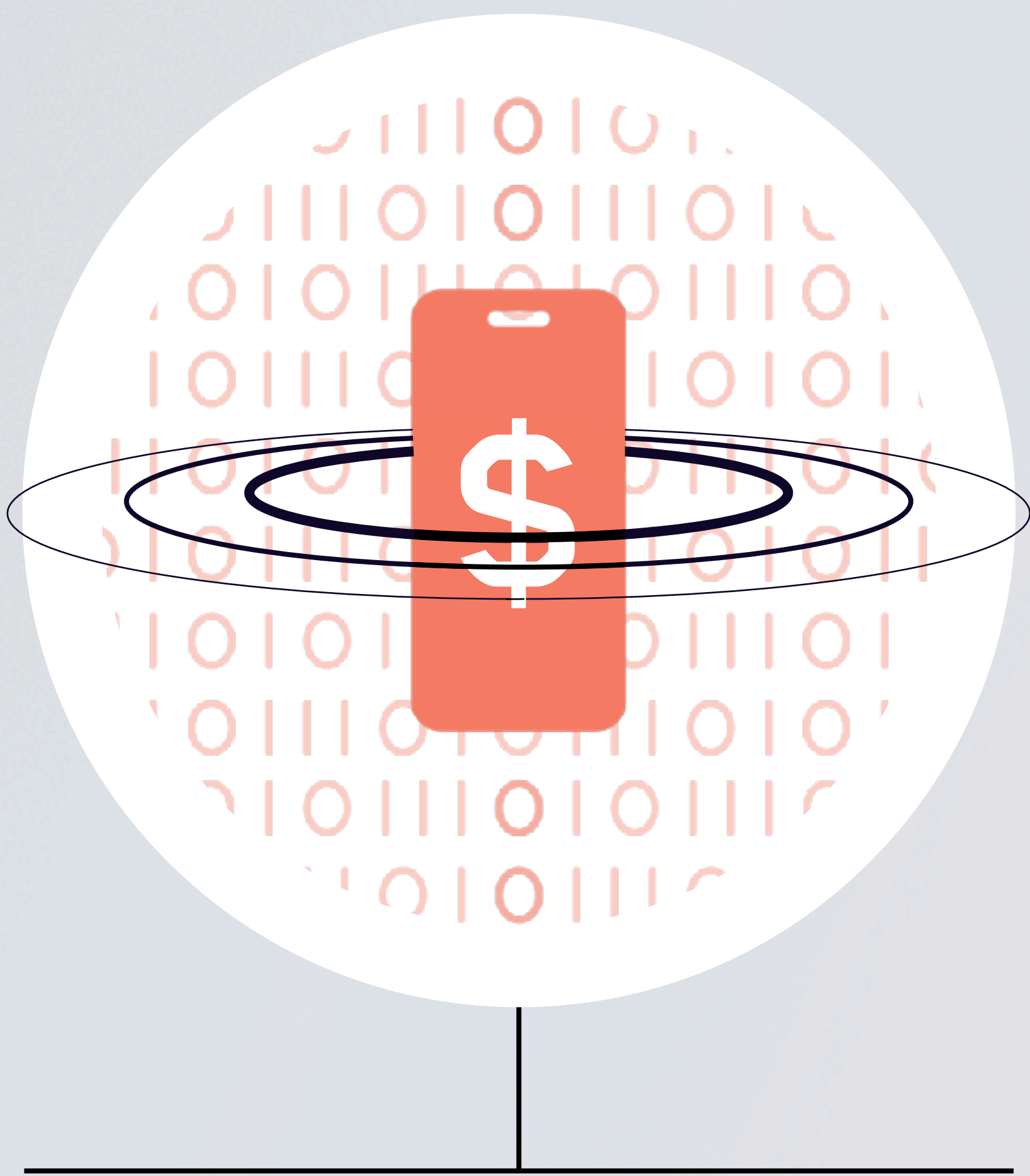


INTRODUCING MARKET EXPLORER

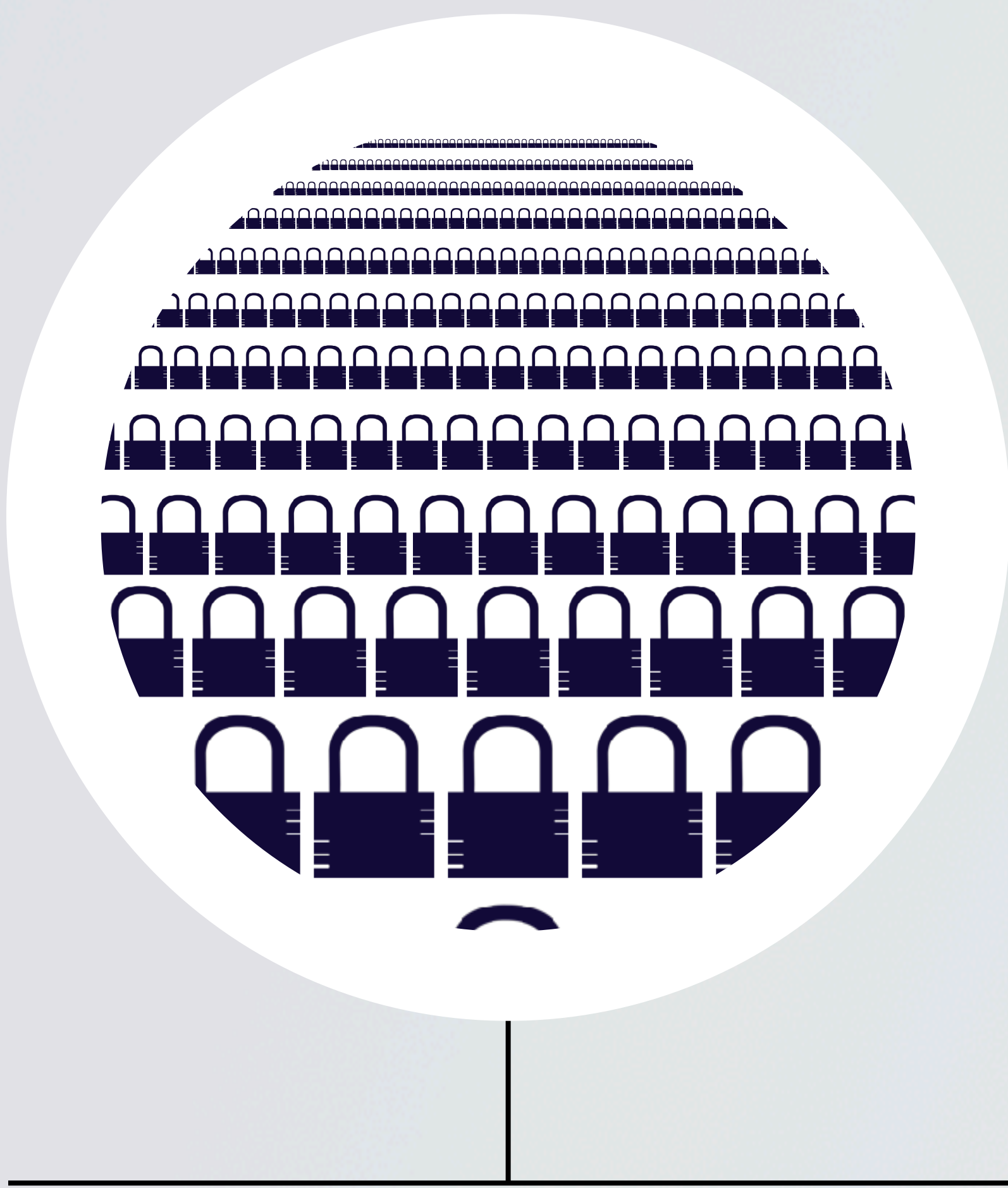


Tired of building strategy on unreliable consumer panels or risking your budget on months-old competitor data? Intent HQ's **Market Explorer** give sales and marketing teams the world's first insights solution built on 100% anonymised behavioural data. Get a data-driven understanding of your market based not on what consumers say, but on what they actually do.



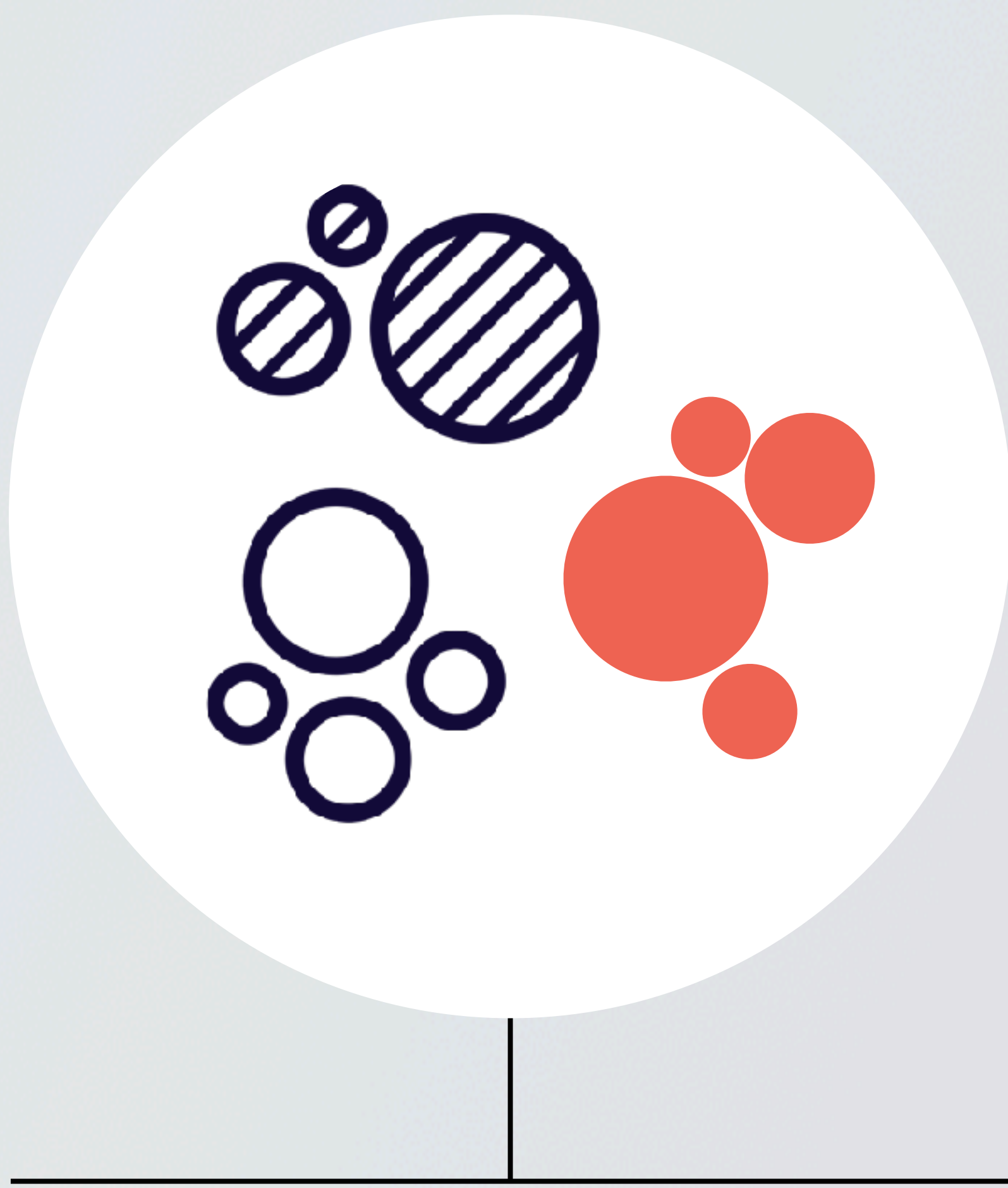
REAL-LIFE DATA

Powerful insights are drawn from real-life transactional and behavioral data - **not** what consumers say or think they do



PRIVACY-AT-SCALE

Over 11m consumer records containing billions of privacy-safe data points enable granular, highly specified insights



COMPARATIVE ANALYSIS

Selectable comparison of insights from consumer types, behavioural or attitudinal clusters, across locations and over time



DYNAMIC DASHBOARD

Exportable insights from 15 months of data, updated quarterly and visualized in a flexible and intuitive dashboard

1

SECTOR EXPLORER REPORTS

Comprehensive behavioral and transactional datasets updated quarterly to get a timely, granular, precise, and actionable understanding of your consumer, category and your wider market.

2

TAILORED EXPLORER REPORTS

Customization and tailoring of Market Explorer reports unlocks a wealth of demographic and psychographic insights to get a complete view of your (and your competitors') customers.

3

INTEGRATED EXPLORER REPORTS

Integrate your own data into Market Explorer reports to get the most comprehensive view possible of your business context, your customers, and your competitors.

ROI



Stay ahead of the curve with timely, unparalleled insights and understanding of your category, market sales and competition.



Unlock the hearts and wallets of your (and your competitors') customers with rich, in-depth behavioral, attitudinal, and temporal insights.



Uncover the untapped potential of any retail property or POI with in-depth location insights that inform targeting, spend, and placement.



Make data-driven decisions based on what people do rather than what they say they do for more accurate and actionable insights.



Turbo-charge your CRM data with enhancement of customer lifestyle, lifestage and receptivity insights

ABOUT US

Market Explorer Reports are generated on Intent HQ's **xChange platform**, which brings together the world's most powerful consumer datasets and makes them privacy-safe whilst retaining the richness of signal using Intent HQ's world-leading privacy IP.

Data in the xChange vaults are converted into insights by a community of the world's leading data scientists and placed for sale in the Intent HQ Insights Store. Market Explorer Reports are just one of the insights created by Insight Makers that are available at the Insights Store. Visit the store at www.insights-store.intenthq.com and see how to enrich your customer understanding.

Explore your business beyond the boundaries of your data.

LEARN MORE

Don't delay, contact us today. Find out how Market Explorer can unlock greater customer value.

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www.intenthq.com