

## LogikQ provides an edge through Data Quality and Predictive Analytics

Get the right offer in front of the right customer at the right time. With LogikQ's data verification, customized predictive analytics, and customer profiling you will get more out of your marketing dollar and drive better business performance.

### The LogikQ Difference

Customer behavior is always changing. That is why LogikQ technology is built on sophisticated models that constantly learn and evolve by exploring the complex relationships between thousands of data points, user profiles and data elements. The result is deeper insight about where to find customers, when to reach them, and their purchasing actions. This data-based approach equips you to optimize your offers as well as make smarter investments in marketing, advertising, and media-buys.

### Better Data. Better Conversions. Better Performance.

What does LogikQ do?

- 🔍 Filters your data, correcting errors and mismatched fields in real time
- 🔍 Analyzes and profiles your customer data to determine data and lead quality, conversion potential, and propensity to buy
- 🔍 Guides re-marketing efforts and media strategies
- 🔍 Analyzes and profiles your customers' social media activities and social media footprint
- 🔍 Refreshes customer data to maximize your data's lifecycle



## Easy to Use Scoring

**Q-Score** is a proprietary algorithm to determine customer data authenticity and validity. With over 50 unique variables, your Q-Score represents thousands of data validations and cross checks. Q-Score is a guide for predicting the validity of customer data.

**LogikMatch Profiles** predict the interest level and conversion potential for prospective customers for one or more pre-determined verticals or offers. LogikMatch Profiles use predictive analytics to create complex models to predict your customer's actions and conversion potential. LogikMatch Profiles can be customized quickly to maximize your re-marketing capabilities and sales results.

### Quick Check

#### Q-Score for each data record

- ✔ Data Verification
- ✔ Data Appending
- ✔ Social Media Verification

#### One (1) LogikMatch Profile for Data Quality

- ✔ User Profiling
- ✔ Social Media Profiling
- ✔ Customer Analysis
- ✔ Predictive Analysis
- ✔ Dynamic Pattern Recognition
- ✔ Dynamic and Adaptive Pattern Recognition

#### Additional Services

- ✔ Analytics

### Performance Maximizer

#### Q-Score for each data record

- ✔ Data Verification
- ✔ Data Appending
- ✔ Social Media Verification

#### Three (3) LogikMatch Profile for ReMarketing

- ✔ User Profiling
- ✔ Social Media Profiling
- ✔ Customer Analysis
- ✔ Predictive Analysis
- ✔ Dynamic Pattern Recognition
- ✔ Dynamic and Adaptive Pattern Recognition

#### Additional Services

- ✔ Analytics
- ✔ Re-refresh Report to Keep Customer Data Current
- ✔ Enterprise Help Desk