



Transactional Behavior + Cognitive Psychology

Know your customers like you know your friends

We help marketers understand not just who people are and what they do, but why.

Alliant combines **rich transactional behavior with cognitive psychology** to create comprehensive people-based data solutions that fuel deeper engagement, stronger connections, and more meaningful campaigns with insights that anticipate both actions and motivations.

Alliant is a Trusted Data Partner



Data Privacy & Compliance

Alliant's certified high-quality data, transparency and oversight ensure brand-safe advertising that fully meets today's complex legal requirements and consumer expectations.



Unparalleled Platform & Partner Access

Alliant's leading Identity Graph and expansive 400+ distribution network guarantee flexible omni-channel audience activation at scale, anywhere brands want to go.



Looking to enhance your insight, tap into new audiences, or build custom solutions, Alliant can be your data partner.

alliantdata.com | datahelp@alliantdata.com



SOLUTIONS

Alliant People-Based Intelligence

Powered by AnalyticsIQ

PeopleCore

CONSUMER DATA

The most robust view of who individuals are, what they do, and why they make decisions.

DATA CATEGORIES:

Demographics, lifestyle & interests, channel preferences & ad engagement, decision motivations & more

PurchaseCore

PURCHASE BEHAVIOR DATA

Understand what people buy with known and inferred transaction-based data and actionable insight.

DATA CATEGORIES:

Brand affinities, purchase categories, in-market predictors & more

ProfessionalsCore

B2B DATA

Identify key organizations and accounts, unlock insights on professionals, and link individuals to our PeopleCore database.

DATA CATEGORIES:

Decision-maker profile, role, content preferences, brand affinities & more

Use Cases We Power

License Data Solutions for immediate activation or collaborate on custom audiences and models tuned to your goals and KPIs.



Audience Targeting

People-based marketing rooted in unique transactional data and cognitive psychology - securely built at the PII level. Syndicated and custom options available.



Data Enrichment

First party data is your most valuable asset. Take your CRM to the next level by layering in Alliant attributes in real-time or batch.



Optimization

Predict campaign performance against specific KPI's, immediately cut costs, increase profits and make more strategic decisions.

OMNICHANNEL DELIVERY

Alliant solutions are built on top of an extensive identity graph, guaranteeing flexible connection and distribution options across channels.



Social



Programmatic



Email



Addressable TV



CDPs & Analytic
Platforms



Direct Mail

Want even more exclusive deterministic depth & benefits?

Join the Alliant Intelligence Community

A members-only community of highly vetted brands that responsibly contribute privacy-safe data to unlock exclusive benefits, premium solutions, insights, and evidence-based outcomes. Access a unique Member database which aggregates and transforms billions of purchase transactions into a unified representation of consumer behavior.



Enterprise Level Speed

Big Data Environment

Advanced Analytics

Membership Benefits

Being part of the Intelligence Community empowers brands to develop future-proofed, data-driven marketing strategies that harness 1st party data, enabling seamless data collaboration with privacy and compliance at the forefront.

- **Collaboration**

Access to the collective member database, Data Science, insights, events, content, and more

- **Cost Savings**

Gain greater marketing efficiencies and opportunities to reinvest savings

- **Cross-Channel Possibilities**

Activate audiences wherever your customers are, at scale

- **Dedicated DataMart**

Accessible for enrichment, file suppression, model build/rebuild purposes & more

- **Data Security**

Privacy and compliance systems, processes, certifications and people

- **Enhanced Profile Analysis**

Custom variables, data enrichment and modeling solutions to improve CRM

Members typically see a **15-20% model improvement** in CRM performance with custom variables

Lightweight Investment

Only incur costs upon activation, the point in time when you recognize marketing ROI.

- No setup fees
- No data storage fees
- No limit on custom models & variables
- Member exclusive activation rates

Success Across Verticals

- Insurance/Financial Services
- Multi-Channel Retail
- Subscription
- Non Profit
- Media & Entertainment
- Auto

It's no wonder the **average Member tenure is 8.5 years**

Schedule your free data consultation today.

Ready to improve your marketing results? Whether you're looking to enhance your insight, tap into new audiences, or build custom solutions, Alliant can be your data partner.

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