



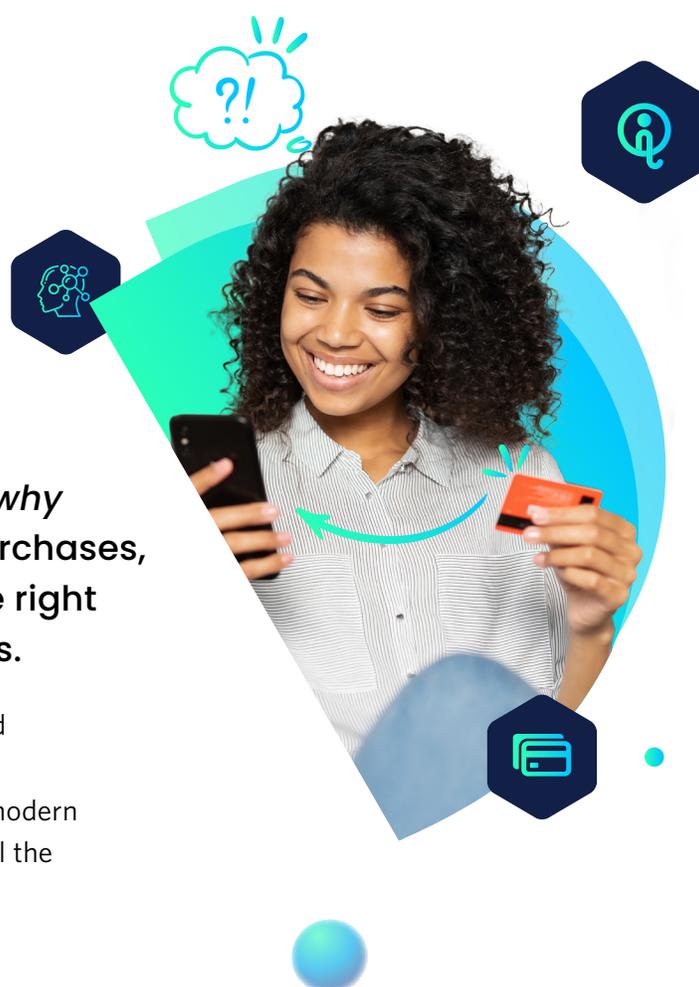
# Consumer Data Solutions

Powered by AnalyticsIQ

## Transactional Behavior + Cognitive Psychology

Consumer intelligence that connects the *why* behind decisions with the *what* behind purchases, so you can reach the right people with the right message and drive measurable outcomes.

Today's marketers are expected to grow efficiently in a world of fragmented signals, shifting privacy expectations, and commoditized "generic" segments that don't keep up with modern consumers. First-party data is essential, but it often can't tell the full story, or scale far enough to find the next best customer.



## The Alliant Advantage

Alliant Consumer Data Solutions leverage deterministic transactional data and a unique methodology of cognitive psychology and data science.



### PeopleCore

#### Predictive Consumer Intelligence Database

Built to help marketers understand who people are, what they do, and why they make decisions.

Created by blending quality data sources with proprietary cognitive research and predictive data science to deliver a more complete view of the consumer.



### PurchaseCore

#### Purchase Behavior Database

Built to help marketers understand what people buy, how they spend, and what they are likely to purchase next.

Created from member-sourced transactional data and reliable behavioral signals, then enhanced with predictive modeling and psychological insight to deliver brand, category, and in-market intelligence at scale.

Together, they enable smarter audience design, richer personalization, stronger modeling lift, and clearer performance proof—across channels.



## PeopleCore

Consumer intelligence providing comprehensive insight into who people are, their interests and preferences, and the motivations driving their purchase decisions.

### DATA CATEGORIES

- ▶ **Demographics** (Who people are)  
Age, gender, household composition, ethnicity, education, financial profile, housing profile
- ▶ **Lifestyle** (What people do)  
Interests, behaviors, travel, health & wellness, and more
- ▶ **Channel Preferences** (How to reach them)  
Social activity, TV/CTV consumption, podcast behavior, preferred marketing channels
- ▶ **Motivations & Decision-drivers** (Why they act)  
Spontaneous, value-seeking, materialistic/feature-driven, eco-minded, security-focused, and more



## PurchaseCore

Purchase intelligence rooted in behavior that shows what people buy, how they spend, and what they're likely to do next—built to power targeting, measurement, and lifecycle strategy.

### DATA CATEGORIES

- ▶ **Brand Affinity** (What they buy)  
Brand (e.g. Nike) purchases across 30 verticals, recency/frequency, spend levels, purchase cycles
- ▶ **Purchase Categories** (What they buy)  
Product type (e.g. shoes) across 30 verticals, recency/frequency, spend levels, purchase cycles
- ▶ **In-Market** (What's next)  
Modeled in-market indicators, cross-sell/upsell likelihood

## Outcomes We Drive



### Audience Targeting That Performs

- Build high-fit custom audiences using purchase signals & more for precision targeting
- Expand reach beyond first-party data without sacrificing relevance
- Create KPI and vertical-aligned audience segments to drive prospecting and retention



### Customer Enrichment & Insight

- Append PeopleCore + PurchaseCore attributes to understand customers more deeply
- Improve segmentation, personalization, and journey strategy
- Identify "next best customers" by lookalike and propensity signals



### Optimization & Measurement

- Improve model performance with granular, signal-rich attributes
- Strengthen testing, lift, and outcome measurement with behavior-driven indicators
- Reduce waste by focusing spend on higher-likelihood consumers



# Built for Modern Activation

Alliant Consumer Data Solutions are designed to be easy to access and deploy across your stack, including:



Programmatic



Social



CTV/TV



Email



Retail Media Networks



CDPs & Analytic Platforms



Direct Mail & Offline

Identity support that enables activation across common industry destinations:

- 400+ Programmatic Platforms
- All Leading Addressable TV Platforms
- All Major Social Networks

## How to Get Started

Choose the path that fits your team

- 1** License PeopleCore + PurchaseCore for targeting, enrichment, modeling, and omnichannel activation
- 2** Build custom audiences aligned to your KPIs and vertical needs
- 3** Run a test to validate lift and performance before scaling

## Ready to start using quality consumer data to drive better outcomes?

Book your free data consultation so we can go over your goals and recommend the best solution for your use case.

**Want to try before you buy?** We get it! We're happy to offer a free data test so you can prove impact.



[alliantdata.com](https://alliantdata.com)  
[datahelp@alliantdata.com](mailto:datahelp@alliantdata.com)

