



Alteryx Strategic Analytics Data Sets

Make Better, Real-World Decisions with Complete Context

Trusted Partnerships, Trusted Data

Through strong partnerships with leading data providers, including DigitalGlobe, Dun & Bradstreet, Experian, and TomTom, Alteryx enables more effective strategic decisions that leverage:

- *Demographic data* – Age, Ancestry, Educational Attainment, Household Type, Income, Languages, Marital Status, etc.
- *Household data* – Occupation, Median Income, Presence of Children (Under 18), etc.
- *Firmographic data* – Number of Employees, SIC and NAICS codes, Total Annual Sales, etc.
- *Spatial data* – Drivetime, Geocoding, etc.

“Clear Channel Outdoor has always had the need for research data... and Alteryx has provided this for us in a seamless package, able to use this for clients and deliver research information that makes an impact on our sales every day.”

Andrew Marcus, VP and Director of Research, Clear Channel Outdoor

To make the best, most informed business decisions, you need access to all relevant data at your fingertips. By including spatial, demographic, firmographic, household, and US Census 2010 data in its core analytics platform, *Alteryx Strategic Analytics* gives you access to the latest third-party data, enabling you to make decisions with real-world context. Plus, Alteryx makes it easy to combine third-party data with local and corporate data sources, so you get everything you need to improve your organization’s strategic decision-making ability and extend your competitive advantage.



Demographic, Mosaic, and Simmons Syndicated Survey Data

Do you need to measure your brand’s national market share or its share of the market in a specific local area? With the Experian Marketing Services data set and *Alteryx Strategic Analytics*, it’s a snap. Derived from US Census 2010, American Community Survey (ACS), Current Population Survey (CPS), and Experian ConsumerViewSM, the Experian Marketing Services data set provides you with the most current data on lifestyle, attitude, brand preference, and media use as well as five-year projections, so you can accurately estimate customer demand today, tomorrow, and in the long term. The data set also includes:

- *Mosaic* – Enables you to anticipate attitudes and preferences across 71 customer segments, grouped by residential and workplace locations, and reach them using the most effective messages and channels.
- *The Simmons National Consumer Study* – Brings consumer targets to life with vivid and complete profiles, so you can define and target prospective customers for a new brand or identify unique shopping behaviors and attitudes for product placement and messaging.

ConsumerView Household and Individual Data

Are you interested in more precisely targeting prospects and optimizing your advertising media spending? Simply overlay your core consumer data assets with behavioral and retail purchasing data from Experian and you can instantly improve your market strategy. *Alteryx Strategic Analytics* provides the largest and most

About Alteryx

For more than a decade, Alteryx has enabled strategic planning executives to identify and seize market opportunities, outsmart their competitors, and drive more revenue. Customers like Experian Marketing Services and McDonald's rely on Alteryx daily for their most important decisions. Headquartered in Irvine, California, and with offices in Boulder and San Francisco, Alteryx empowers 250+ customers and 200,000+ users worldwide. Get inspired today at www.alteryx.com or call 1-888-836-4274.

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comprehensive source for data on more than 235 million consumers and 113 million households through Experian ConsumerView Household and Individual Data, which includes consumer demographics, life event, direct response, property, and mortgage information. Variables include:

- *Household level* – Mail order buyer preferences, mortgage/home purchase, median family income, estimated income, dwelling type, and presence of children under 18.
- *Individual level* – Marital status, gender, education, and occupation group.



Decide with Confidence

Firmographic Data

Thanks to a partnership with Dun & Bradstreet (D&B), the world's leading source of commercial information and insight on businesses, *Alteryx Strategic Analytics* enables you to segment and target businesses and improve your return on marketing spend and outreach. D&B data includes more than 125 million global business records, which have been enhanced by D&B's proprietary DUNSRight® Quality Process, to provide the highest-quality information on businesses worldwide. Variables include: Business Name, SIC (Standard Industrial Classification) codes, NAICS (North American Industry Classification System) codes, Sales Volume, and Employee Counts.

DIGITALGLOBE®



Spatial Data

Through the Alteryx core platform, you get a more complete and profitable understanding of local transactions, regional markets, and even network investments to improve the outcome of critical decisions. Alteryx spatial data includes:

- *Alteryx Map Layers* – Enables the visual presentation of over 50 layers of cartographic data (including highways, lakes, rivers, etc.) in a variety of mapping formats.
- *Satellite Imagery* – Provides high-resolution satellite images from DigitalGlobe with street overlays.

The native spatial analytics capabilities in *Alteryx Strategic Analytics* includes tools that enable you to combine, analyze, and display any combination of corporate and third-party data down to individual locations.



Census Data

For over 10 years, Alteryx has been the sole provider of software and analytic content used by the U.S. Census Bureau. Including more than 3,000 population characteristics, such as racial and ethnic information as well as family, household, and housing unit details, the Alteryx Strategic Analytics core platform enables you to customize how you track and integrate the changing dynamics of the American household to make better strategic decisions.