



## Alteryx Analytics Data Sets

### Making Better, Real-World Decisions with Complete Context

Through strong partnerships with leading data providers, Alteryx enables more effective strategic decisions that leverage:

- Demographic data
- Segmentation data
- Household data
- Firmographic data
- Spatial data

*“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 adding spatial, demographic, firmographic, household, and US Census 2010 data to *Alteryx Analytics*, you gain 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 Analytics*, it’s a snap. Derived from US Census 2010, American Community Survey (ACS), Current Population Survey (CPS), and Experian ConsumerView<sup>SM</sup>, 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. Use *Alteryx Analytics* to access the largest and most comprehensive source for data on more than 235 million consumers and

## About Alteryx

Alteryx is the leader in data blending and advanced analytics software. Alteryx Analytics provides analysts with an intuitive workflow for data blending and advanced analytics that leads to deeper insights in hours, not the weeks typical of traditional approaches. Analysts love the Alteryx analytics platform because they can deliver deeper insights by seamlessly blending internal, third party, and cloud data, and then analyze it using spatial and predictive drag-and-drop tools. This is all done in a single workflow, with no programming required. More than 300 customers, including Experian, Kaiser, Ford, and McDonald's, and 200,000+ users worldwide rely on Alteryx daily. Visit [www.alteryx.com](http://www.alteryx.com) or call 1-888-836-4274.

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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 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.

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## 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 Analytics* include tools that enable you to combine, analyze, and display any combination of corporate and third-party data down to individual locations.

United States  
**Census**  
**2010**

## 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, *Alteryx Analytics* enables you to customize how you track and integrate the changing dynamics of the American household to make better strategic decisions.