

ZQ Intelligence™



DEEPEN YOUR DIGITAL KNOWLEDGE.

When it comes to understanding your target audience, ZQ Intelligence™ offers the robust technology and methodologies to give you greater market knowledge, so as they live, you learn.

Big Data Integrated. ZQ Intelligence captures the 24/7 digital activity of a single individual across all of their devices (mobile, tablet and PC), uniquely pinpoints their very location, and offers the ability to conduct surveys with the same audience. By combining this with other traditional research methods, like focus groups and in-depth interviews, you have fast access to digital activity, attitudes, and profiling data. You are able to leverage “big data,” while avoiding common pitfalls including the inability to link data at the individual level and the long delays in capturing useful information.

Powerful Respondent Source. By tapping into Luth’s global research panel, which spans 193 countries, ZQ Intelligence builds on over three decades of research best practices in sampling and respondent cooperation. We tailor the data based on your specific audience criteria, including brand affinity, product ownership, attitudes, and demographics. This allows you to monitor the exact market segments you need rather than settling for similar demographic groups as proxy.

Clear Insights. ZQ Intelligence captures granular data and provides metrics compatible with well-established statistical analysis techniques. It delivers real, actionable insights, not data noise.

ZQ Intelligence is a truly integrated, cross-platform digital measurement system. By correlating consumer actions with attitudes, there is now a better way to measure the effectiveness of marketing spending, assess consumer relationships with competitive brands, and gain more clarity about the way consumers connect with your company and products.

Learn more about ZQ Intelligence and how it will improve your digital marketing efforts. Call us at 800.465.5884 or visit luthresearch.com.

ZQ Intelligence Insights

- + Uncover preferences
- + Find brand affinities
- + Evaluate ad effectiveness
- + Explore relationships with competitors
- + Assess impact of marketing spend

ZQ Intelligence Services

ZQ Intelligence services provide flexible approaches that deliver valuable, actionable information:

- **ZQ Digital Tribe™** Custom recruit a group of consumers based on your specific criteria. Then track your Tribe over time to learn more about path-to-purchase, ad effectiveness, and your target audience.
- **+ Digital** For maximum insights, tap into the Luth Research ZQ digital panel to append digital behavior data for survey respondents individually, which instantly broaden and deepen the insights you obtain from survey research.
- **Continuous Digital Trends** Access on-going digital data from the growing, cross-device panel of ZQ Intelligence participants to inform your business and marketing decisions.

Be a digital know-it-all.

LUTH
research

