



POWERLYTICS

POWERFUL DATA, SMARTER DECISIONS

Overstated Income

Most vendors and businesses rely on the U.S. Census Survey, which is conducted every 10 years, to obtain their household income data. A recent IRS study showed that this income is overstated by 30%-60%.



Powerful Data, Smarter Decisions

Visit

▶ www.powerlytics.com
for a Demo

Contact

www.powerlytics.com
(215) 375-7576

Market Growth

Finally, Data That is Complete

In today's competitive marketplace, it is no longer good enough to use inaccurate data based on incomplete surveys that may suffer from selection bias and incomplete responses. Whether your focus is B2B, B2C or both, you now have the ability to obtain the most accurate and granular market-sizing and financially-related data available.

No More Gaps and No More Guesswork

Powerlytics' proprietary database and cloud-based Big Data products provide complete market sizing in over 1,100 industries across the United States, with the ability to understand market sizes down to the zip code level. If you only care about companies with certain sales revenue or number of employees, Powerlytics has you covered. With products powered by the full financial statements of 27 million businesses, you can be confident that there are no gaps in the data, eliminating guesswork and uncertainty.

Know Your Competition

Not only can you understand the market size, but you will also be able to understand what the competition looks like, how much they are spending on advertising, how much debt they carry and over 100 other financial metrics on your competitors.

The Most Accurate Consumer Financial Data Available

If your focus is on consumers, Powerlytics provides the most accurate and complete financial picture of households available, covering over 200 financial variables at various levels of aggregation down to the zip plus 4 level. With coverage of more than 144 million households, you can now not only understand average income more accurately than ever before, but you can also understand all of the components that make up the income. Areas such as capital gains, interest and dividend income are now at your disposal. Need to understand market totals such as total interest income or total mortgage expense in an area? We have the data for that too.

Smarter Data for Better Decisions

Trying to fuel your companies growth with inaccurate, incomplete and biased data can lead to bad decisions and costly mistakes. Improve your decision making with the Powerlytics proprietary database and products to better understand what markets are critical to your success.