

Factsheet – AnalyzerIQ

Next Gen BI for Next Level Banking

AnalyzerIQ provides a holistic view of your customers

Finastra Analytics aggregates data from across your institution—core systems, third-party platforms, and digital channels—to build a 360° view of each account holder. This includes relationships and behaviors, lifestyle attributes, channel preferences, and product usage.

Data is underutilized in banking.

For many banks and credit unions, data remains an underused and under-appreciated asset. The ability to use quantitative data to shape business decisions and outcomes has become a key source of competitive advantage as consumers demand more qualified information and expect more personalized experiences. It is critical for financial institutions to be able to segment clients based on needs, channel propensity and potential value.

A Central Location for Customer Data

AnalyzerIQ gathers and aggregates your customers’ current relationships, behaviors and lifestyle attributes to help you more clearly see where opportunities for growth and profitability lie. More importantly, it makes this information actionable by expanding access across the enterprise—from the executive suite to the branch management.

AnalyzerIQ is a powerful business intelligence platform designed specifically for community banks and credit unions. It empowers marketing teams to transform raw data into actionable insights that drive acquisition, engagement, and profitability.

In a world where FinTech’s are capturing market share with personalized, digital-first experiences, AnalyzerIQ gives traditional institutions the tools to compete smarter—not just harder.

AnalyzerIQ redefines business intelligence for financial institutions by optimizing:



AI & Dashboard Reporting

Intuitive dashboards that includes predictive analytics on attrition and life stages. Gain insight on deposit and loan acquisition opportunities along with product and branch performance.



Smart Integration and Automation

Connects with and ingests core and third-party data through a secure browser-based interface. Schedule data updates to occur automatically on the interval that works best for you.



Customer Segmentations

Contains pre-defined household and individual segments that can be used throughout the tool in research, reporting, and campaigns.



Customization and Automation

Users can create custom segments and reports to meet their needs. These can be scheduled to update with new information whenever a new data upload is processed.



Campaign Integration & Channel Management

AnalyzerIQ can connect to other marketing applications such as Hubspot and Constant Contact, making it easy to manage email marketing campaigns.





Contact us

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Corporate Headquarters

Four Kingdom Street
Paddington
London W2 6BD
United Kingdom

T: +44 20 3320 5000

FINASTRA