

# MarketIQ for accountancy firms

Transforming business and financial information into true market insight

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Experian MarketIQ is the essential market intelligence platform for accountancy firms, professionals involved in mergers and acquisitions (M&A), and other corporate and public sector organisations requiring direct access to comprehensive and high quality business and financial data.

Experian MarketIQ reveals new layers of market insight by combining the Corpfin global M&A database with our market leading business, financial and risk databases – all on a single platform. This enables you to be even better informed, even more confident in your decisions, and ready to make the most of all opportunities the moment they arise.

## Unique depth and breadth of data

The platform incorporates scanned Companies House documents, the Corpfin global M&A database, the Experian National Business Database, and Experian's risk and financial databases. This unique combination of high quality company, financial and corporate transaction data provides a clearer, more accurate and complete view at a market, company or individual level, including:

- Companies House data providing comprehensive, accurate and up-to-date information on more than six million UK and Republic of Ireland businesses
- Insight into a business's financial stability and payment profile, using Experian Commercial Delphi credit ratings and risk scores, payment performance data, and a full 12 month risk history based on credit profiles
- The most complete UK and international deals database, including calculated UK Deal ratios.

## Single web-based platform

Experian MarketIQ enables access from anywhere and on a range of devices, meaning remote or mobile workers can always get the information they need, when they need it, through sophisticated features such as:

- 'Quick Search' for quick, easy and intuitive searches of company information
- An intelligent search function that can include searches on owner/manager data along with customisable search criteria
- Advanced search – with a range of options for reference data view, extraction and analysis
- Improved graphical data visualisation
- Web access, including iPad compatibility.

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“Experian MarketIQ is a single, intuitive, market intelligence platform that reveals new layers of market insight in an easy and accessible way.”

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## MarketIQ for accountancy firms

### Accessible and intuitive

The platform's intuitive interface with intelligent search and analysis functions makes it easier to target, profile, monitor, track, analyse and compare businesses based on accessing new layers of detail across a range of parameters.

### Stay informed

Real time alerts and reports on your target markets and segments deliver the very latest information to whoever in your business needs to receive it, the moment it becomes available.

### Specialist support and advice

As well as a dedicated Account Manager, you have direct access to Experian MarketIQ product specialists and research analysts committed to helping you make the most of the detailed insight available.

### How can it help you?

Experian MarketIQ is an essential business intelligence platform for any accountancy firm requiring access to accurate and up-to-date business information.



### Target prospective clients

Improve new client acquisition by targeting and profiling potential clients using intelligent search options. For example, you can target businesses that are similar to your existing client base, use company director intelligence to uncover further business interests or relationships which could lead to new introductions, or analyse the activity of your competitors to identify potential new clients.



### Profile businesses

Enhance the detail of forensic accounting reports to deliver more accurate business valuations and deeper analysis of corporate ownership and directorships. Use the full range of modules to combine credit, financial, corporate and share ownership data in a single report.



### Monitor entire segments

Stay ahead of your competitors and provide better advice by monitoring the performance and activities of whole sectors or individual businesses, and pre-empt pitches or acquisitions by spotting opportunities before others do.

## MarketIQ for accountancy firms



### Track active players

Identify new business opportunities by setting up alerts so you are notified the moment something happens, and your business development teams know which businesses and people are the best targets to contact.



### Analyse more deeply and broadly

Improve the effectiveness of your due diligence with much deeper financial data and real-time risk profiling. Gain direct access to original scanned Companies House documents, and leverage director and corporate tree information for deeper market-based insight.



### Compare key performance indicators

Add value to your auditing services by comparing key performance indicators with similar companies in the same business sectors. Add direct comparisons or league tables to your reports to enhance the credibility of your analysis and recommendations, and create new opportunities for other services.

## Why Experian MarketIQ?

Experian MarketIQ provides the broadest and deepest source of corporate, deal, company, financial and business information on a single, accessible and easy-to-use platform. It helps to keep you one step ahead of your competitors and so make the most of more opportunities.

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### Be better informed

Be the first to know what's happening in your existing markets or new areas you're looking to exploit.

### Have more confidence

Be certain that the advice you're giving or the decisions you're taking are based on the most complete and up-to-date information.

### Create more opportunities

Proactively target new clients or new business contacts using unique combinations of datasets.

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**Registered office address:**  
The Sir John Peace Building, Experian Way,  
NG2 Business Park, Nottingham, NG80 1ZZ

**T: 0844 481 5808**  
**E: [business.information@uk.experian.com](mailto:business.information@uk.experian.com)**  
**[www.experian.co.uk/marketiq](http://www.experian.co.uk/marketiq)**

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