

# VisitIQ Announces Corporate Rebrand and Capital Structure Clarity Amid Rapidly Accelerating Growth

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**VisitIQ**  
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Leading AI-based marketing intelligence platform for brands and agencies unveils new corporate identity, refined cap table, significant platform innovations, and 8x growth in recurring subscriptions

MINNEAPOLIS, July 9, 2025 /PRNewswire-PRWeb/ -- VisitIQ (OTC: VIQ) a rapidly-growing microcap company in the AI-based marketing intelligence and campaign activation space, today announced both the completion of its corporate rebrand to VisitIQ Corp., and formalization of updates to simplify its capital structure. These changes bring increased alignment to the company's business and financial foundation, and will ensure the company's ability to both scale revenue and attract new investors.

"The clarity we've established around both our brand and our cap table is a foundational milestone," said Vern Hanzlik, CEO of VisitIQ. "It creates the transparency and alignment needed to attract institutional capital, fuel our growth, drive our AI-focused product strategy, and build long-term value for stakeholders."

The new corporate identity includes a full transition to the VisitIQ name and the [launch of a new website](#), strengthening the company's mission to be a mandatory part of the marketing stack for agency and brand marketing teams. In parallel, VisitIQ has rolled out significant upgrades to its core platform, including the integration of Intent Data and Geo Mapping capabilities—AI-based features that are already driving measurable gains in customer acquisition, expansion, and overall client return on investment.

**Our AI-centric focus in the marketing space has allowed us to increase total recurring subscriptions by nearly 8x from just twelve months ago.**

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"Our AI-focused product innovation strategy is driving both new logo acquisition and existing customer expansion, to a degree that has surprised even us," noted Hanzlik. "We're seeing exceptional momentum with new logos coming in the door, as well as meaningful expansion across our current client base. Our AI-centric focus in the marketing space has allowed us to increase total recurring subscriptions by nearly 8x from just twelve months ago."

As part of an accelerated growth strategy, VisitIQ has expanded its go-to-market efforts with a focus on demand generation, customer success, and strategic partnerships. The company has also made a series of [key executive and strategic hires](#) across sales, marketing, and product engineering to drive this next phase of scale. These additions bring deep industry experience and operational expertise, strengthening VisitIQ's ability to both capture and serve a rapidly growing and diverse customer base.

Parties interested in learning more about VisitIQ may visit the company website or request more information by clicking [here](#).

## About VisitIQ

VisitIQ™ is a marketing intelligence and campaign activation engine that leverages the power of AI to identify prospects most likely to convert. VisitIQ analyzes billions of real-time intelligence signals like digital footprint metrics, ad viewing, streaming activity, buying intent signals and geolocal patterns to identify marketing targets and create ideal customer profiles (ICPs)—then activate those targets to any marketing campaign.

VisitIQ allows marketing teams to curb rising campaign costs and overcome restrictive intelligence monopolies by personalizing marketing campaigns, driving sales conversions and increasing the ROI of digital marketing initiatives—across all marketing channels.

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