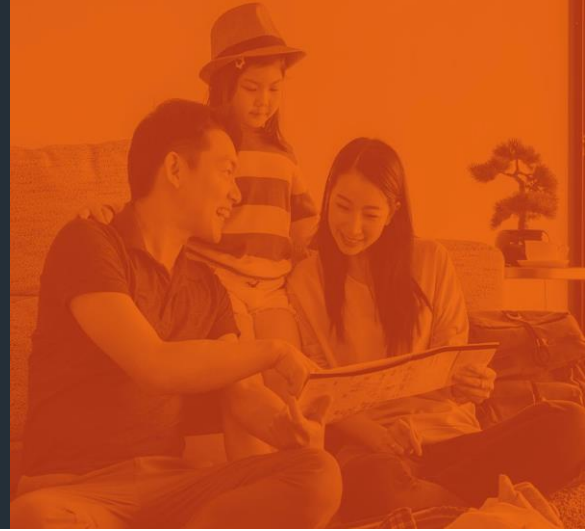# Claritas Digital

Reach your ideal consumers with Claritas' digital audiences that offer precision and scale

Claritas excels at creating high-performing unique and granular audiences that address your client's objectives across multiple industries. Audiences are available and actionable across multiple channels.

TYPES OF AUDIENCES

SYNDICATED SEGMENTATION
Our Syndicated Audiences, including Claritas PRIZM® Premier, Claritas P$YCLE® Premier and Claritas ConneXions® are complete segments that incorporate thousands of behaviors to identify a persona just right for your product or service.

SMART PROFILES
Singular behavioral audiences to quickly reach your audience whether it's demographics, attitudes, behaviors or lifestyles.

CUSTOM SEGMENTATION
If syndicated segments don't address your audiences in the way you're looking to, Claritas can build custom segments for you. We have access to over 10K data points and an analytics team that can also assist for more sophisticated audience creation using 1st and 3rd party data.

MARKET WITH MORE PRECISION
Unlike many custom segmentation solutions on the market, you'll receive all the benefits of syndicated audiences, including the ability to onboard your segments to channel platforms for campaign execution.

BENEFITS:

- Create segment specific, personalized campaign messages to acquire new customers faster
- Focus your media buy and reduce wasted ad spend
- Make more precise distribution, channel and merchandising decisions

PARTNERING WITH CLARITAS ENABLES...

Activate CRM or prospect files to deliver target specific messages

Create segment specific 1:1 (personalized) campaigns

Make better **channel & merchandising decisions**

Execute focused **targeted media buys** to reduce waste

Profile consumers across Client & 3rd Party data

Tie segments to the ground for counts and geographic concentrations

Create **greater behavioral differentiation**

Understand **needs, attitudes, and purchase drivers**

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deliver
optimize

THE CLARITAS ADVANTAGE: PERSONALIZED, AT SCALE

Over 2,300 Pre-Built Audiences
From purchase behaviors and online and offline media interactions, to financial information and technology adoption, our Syndicated Audiences provide targeted audiences based on your needs.
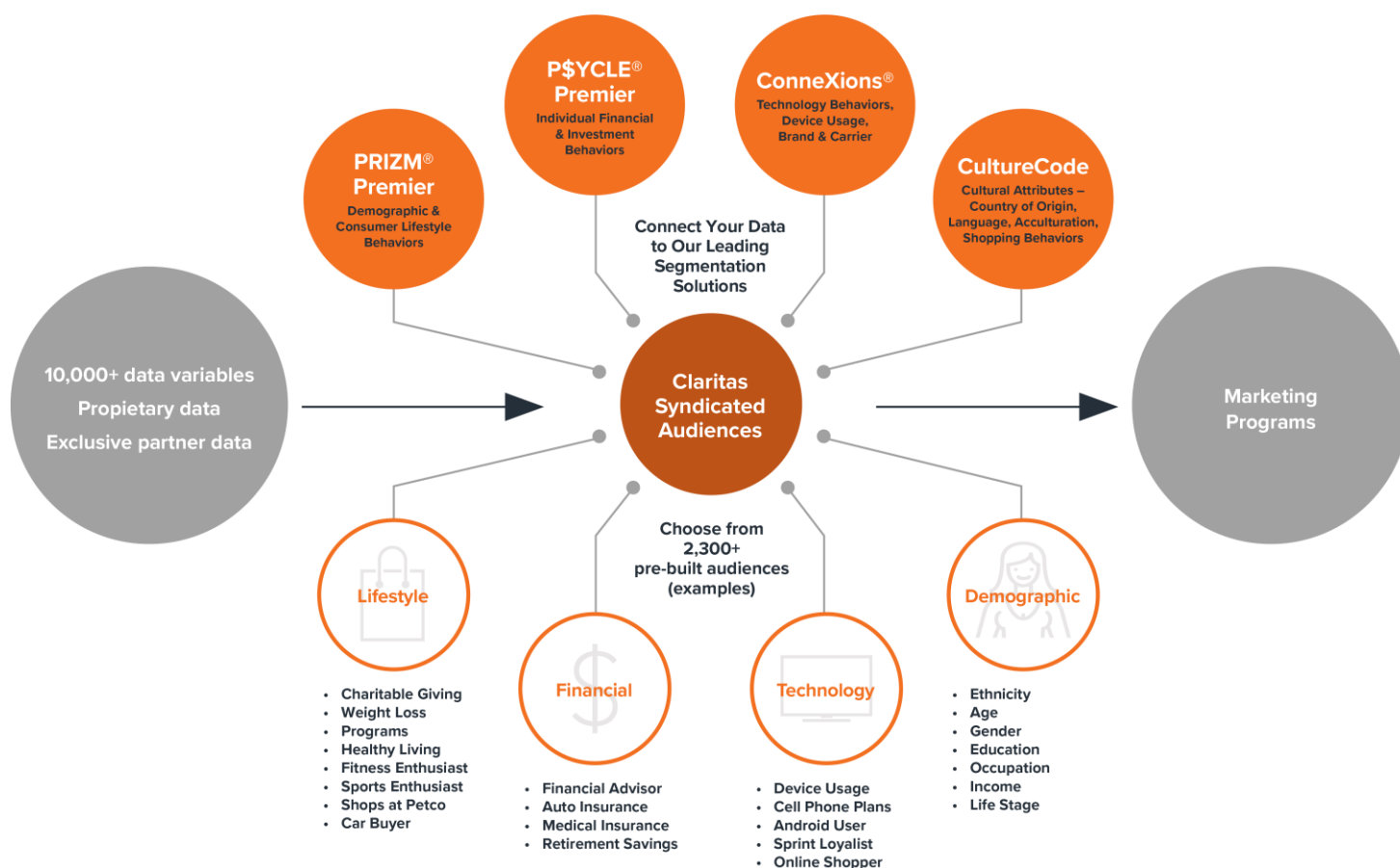
Find More and Better Prospects
With access to 120MM+ households, 10K lifestyle behaviors and 8K demographic variables, you'll be able to find more prospects who are looking for what you're selling.

Pinpoint Customers When They're Ready to Buy
Up-to-date insights on purchasing behaviors across a variety of industries help marketers reach the right audiences when they're in the buying mindset.

Connect Across Devices & Channels
The Claritas Identity Graph can link pre-built audiences to their devices and the channels they use, giving you the most precise profile for marketing campaigns.

PRIZM® Premier
Demographic & Consumer Lifestyle Behaviors

P$YCLE® Premier
Individual Financial & Investment Behaviors

ConneXions®
Technology Behaviors, Device Usage, Brand & Carrier

CultureCode
Cultural Attributes – Country of Origin, Language, Acculturation, Shopping Behaviors

Connect Your Data to Our Leading Segmentation Solutions

10,000+ data variables
Propietary data
Exclusive partner data

Claritas Syndicated Audiences

Marketing Programs

Choose from 2,300+ pre-built audiences (examples)

Lifestyle
- Charitable Giving
- Weight Loss
- Programs
- Healthy Living
- Fitness Enthusiast
- Sports Enthusiast
- Shops at Petco
- Car Buyer

Financial
- Financial Advisor
- Auto Insurance
- Medical Insurance
- Retirement Savings

Technology
- Device Usage
- Cell Phone Plans
- Android User
- Sprint Loyalist
- Online Shopper

Demographic
- Ethnicity
- Age
- Gender
- Education
- Occupation
- Income
- Life Stage

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THE CLARITAS SEGMENTATION METHODOLOGY

Claritas' segmentation solutions are built with responsibly and publicly sourced data, all data used (owned or acquired through 3rd party partners is opt-in only or aggregated and anonymized to ensure privacy.

Behavioral segments are modeled or aggregated with no personal information used or transmitted. Claritas does not target an individual specifically based on their actual purchase behavior or any PII. A segment is modeled as a Predictor or likelihood scores are applied based on consumer behavior or relevant consumer data attributes.

Building the Segments
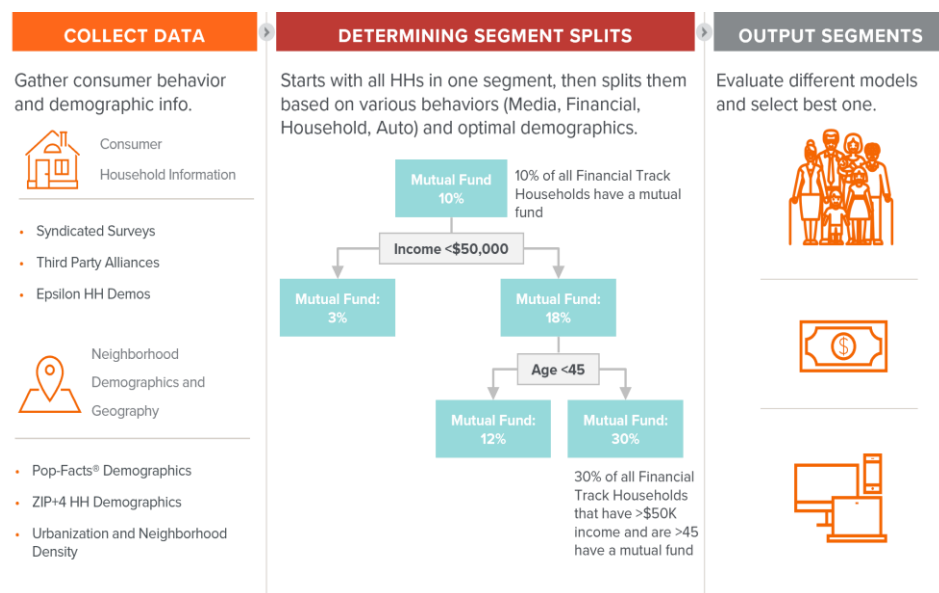
Building the Model
- Use advanced statistical methods to determine what demographics best predict hundreds of different behaviors
- A given assignment of a consumer household to a segment is determined based on a probabilistic model that picks the closest segment based on the characteristics Claritas has or determines from a 3rd party reputable source.
- Split every household in the U.S. into segments based on the demographic information

Refreshing the Model
- Update the model annually based on the latest available demographics
- Test the model to ensure it provides the sharp behavioral differentiation

Describing the Model
- Descriptors created annually using self-reported Household data
- Logic of descriptors and classes based on ranges

Activating the Segments

- Leverage Claritas' unparalleled knowledge of the American consumer to identify the best customers and prospects using our suite of solutions including Syndicated Audiences, Custom Segmentation and Custom Audiences.

- Audiences are or will be made available wherever you need them across over 150 channels, platforms and partners for multichannel campaign execution
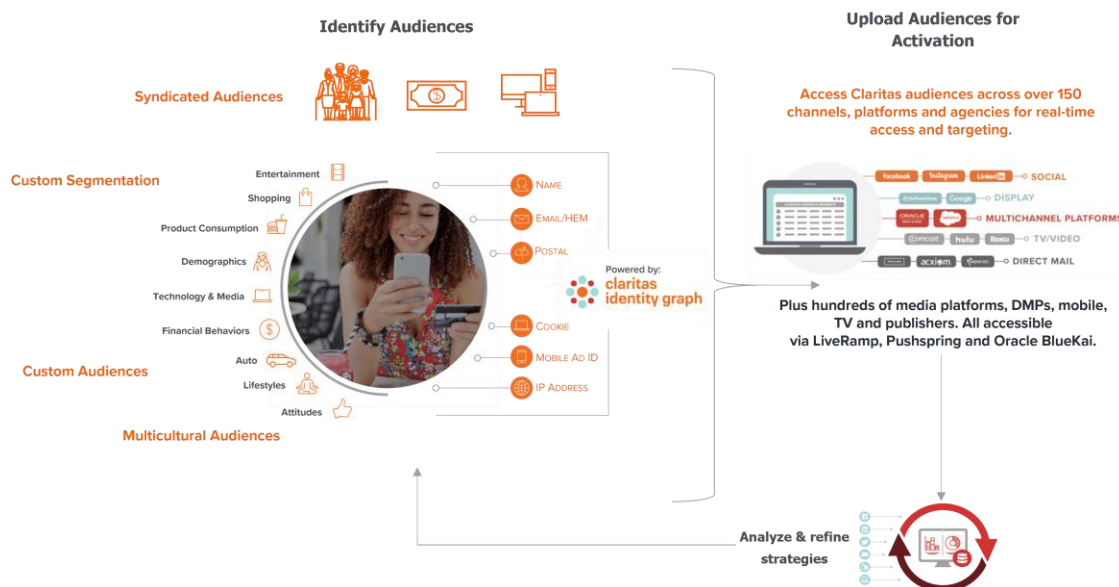
Syndicated Audiences

Know more about how to digitally reach high potential audiences

Based on the most robust sets of demographic, geographic and proprietary behavioral data, Claritas offers over 8,000 pre-built audiences including four of the industry's most widely used segmentations, so you can precisely determine the audiences with the most potential for your business.

Our Syndicated Audiences do the audience building for you, using tens of thousands of consumer behaviors and demographic inputs across key categories including shopping, financial and technology preferences, online and offline media habits, multicultural affinity, and much more. You'll know more about prospect and customer lifestyles and behaviors, so you can better target your messages and achieve better sales results across all channels. Activate your segmentation across our vast network of channel and platform partners or let us do it for you.

INDUSTRY-LEADING SYNDICATED AUDIENCES

PRIZM® Premier
The industry's most widely adopted segmentation solution, PRIZM Premier, provides rich insights for every household in the U.S. including demographics, lifestyle and media preferences, shopping behaviors and technology usage.

ConneXions®
Designed for the technology and telecommunications industry, ConneXions helps you know more about the technology behaviors of today's connected consumers and predict adoption rates for all major tech categories including smart tech.

P$YCLE® Premier
Built for the financial industry, P$YCLE Premier provides comprehensive consumer insights concerning financial wealth, insurance and investment products held, home value, technology behaviors and media preferences.

CultureCode®
Go beyond simple ethnic and language segmentation and gain deep insights into over 130 million multicultural consumers by acculturation, country of origin, preferred language, lifestyle preferences and more.

IPA & NET WORTH
Get insight from the Claritas Financial Track survey into the financial position of a household by measuring the net difference between assets and liabilities, plus understand the liquid assets of a household.

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Deeper Dive:
Smart Profiles

Identify audiences based on specific behaviors

Claritas Consumer Profiles, through the lens of segmentation, provide a broad understanding of consumer behaviors across a variety of categories—making it easier for you to increase campaign precision and ROI.

The wide variety of profiles available give you a glimpse into the "why behind the buy" of your consumers, with categories based on lifestyle, media exposure, product usage, consumption, purchasing, psychographic dimensions and more. With over 5,000 profiles available across 25 categories, you can simply and quickly identify consumer target groups who are more likely, less likely, or as likely as the average household to engage in various behaviors for more targeted campaigns.

Key Benefits

- Understand the behaviors of your consumers across a wide array of profile categories
- Identify markets and market opportunities for goods, services and advertising
- Reach your best consumers in more efficiently and effectively by analyzing their behaviors through the lens of segmentation
- See greater return on your investment through customer acquisition and retention (CACR), media strategy and channel management

How It Works

Claritas Consumer Profiles can be used with all of Claritas' syndicated segmentation systems to help you identify existing segments who also have a high propensity to exhibit a specific behavior.

To learn more about how Claritas can help you succeed in today's marketing world, email us at claritasdigital@claritas.com

Categories Include:

Products & Services

Financial
Health
Auto
Telecom
Food and Beverage
Alcohol
Items in the House
Home Improvements
Auto
IMR
Telco Subscribers

Entertainment & Lifestyle

Restaurants
Travel
Environment
Psychographics
Retail Shopping
Sports and Leisure
Commuting and Transportation
Voting

Media

Digital Video Displays
Television
Print
Radio

...And so much more!

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