AudienceAnywhere

Understanding the Insights Module

identify
deliver
optimize

AudienceAnywhere

Understanding the Insights Module

CONTENTS

OVERVIEW

The Insights module in the AudienceAnywhere platform allows users to gain insights to previously anonymous website visitors.

Types of insights that can be gained for consumer visitors include demographics, Claritas segment details and Claritas CultureCode details. Types of insights that can be gained for business visitors include firmographics, location/time of visit and most popular pages.

The specific modules covered in this document can be accessed by clicking on Insights in the upper right corner of the AudienceAnywhere platform and selecting the desired page.
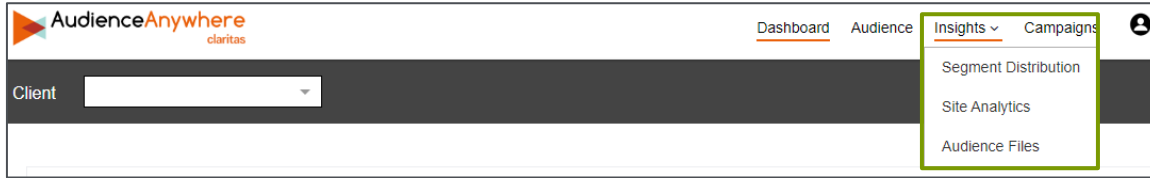
Note: The data in the Insights module is updated twice a day (12 hours between each update).

SEGMENT DISTRIBUTION

The Segment Distribution page allows users to help identify anonymous website traffic through the lens of Claritas' proprietary segmentation systems.

Segmentation is the process of dividing households into groups, or segments, based on different characteristics and preferences. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests and needs, income, age, household make-up or locations.

There are three syndicated Claritas segmentation systems. See below for additional information for each one.

CLARITAS SEGMENTATION SYSTEMS	
SEGMENTATION SYSTEM	ADDITIONAL INFORMATION
Claritas PRIZM Premier	Groups households into segments based on household preferences for a broad range of products and behaviors. PRIZM® Premier inputs include: demographics, consumer behavior and geographic data
Claritas P$YCLE Premier	Groups households based on the financial behaviors and wealth of a household. P$YCLE® Premier inputs include: income producing assets, financial behavior, technology usage, consumer behavior, demographics and geographic data
Claritas ConneXions	Groups households based on technology and communications purchasing and usage preferences. ConneXions® inputs include: technology usage, consumer behavior, demographics and geographic data

For additional information on Claritas segmentation systems and each of the system's corresponding segments, click the MyBestSegments link on the Segment Distribution page.

Interpreting the Bar Chart

The segment distribution bar chart breaks out website visitors by segment.
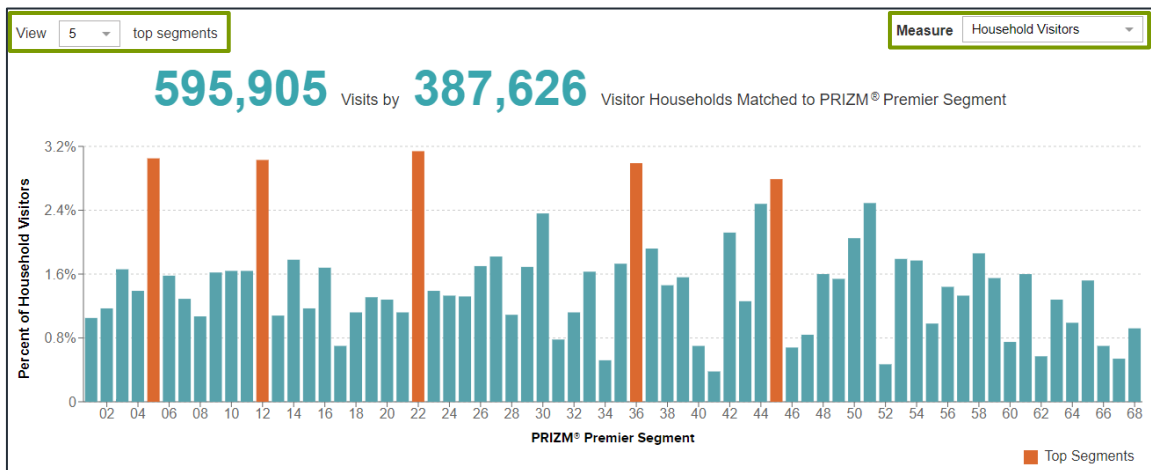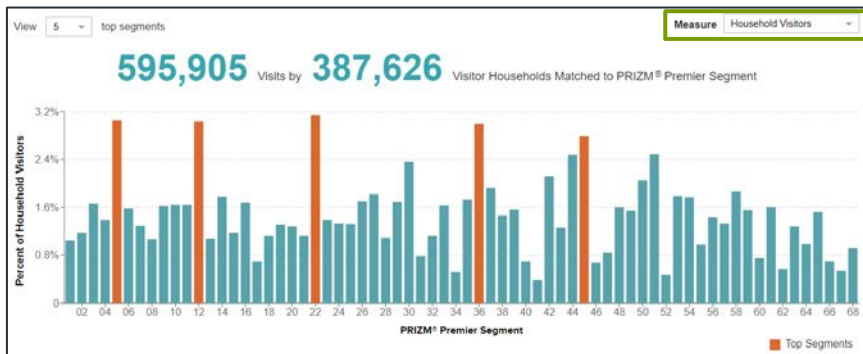

Top Segments

When updating the number of top segments using the View Top Segments dropdown, the number of orange bars in the bar chart will reflect that number selected. Additionally, updating the number of top segments is reflected in the Highest Opportunity Audiences, Media Channel Reach, and the additional details at the bottom of the page.

<u>Chart Measure</u>

The bar chart can display either percentage of Household visitors by segment as compared to all households or Index. See below for additional information on these two options.

CHART MEASURES	
CHART MEASURE	**DEFINITION**
Household visitors	Displays the percentage of website visits coming from each segment.
Index	Displays how likely each segment is to visit the webpage. Indexes above 100 mean households in that segment are more likely to visit the webpage.

Sample chart *displaying household visitors* by segment:

Sample chart displaying *index* by segment:
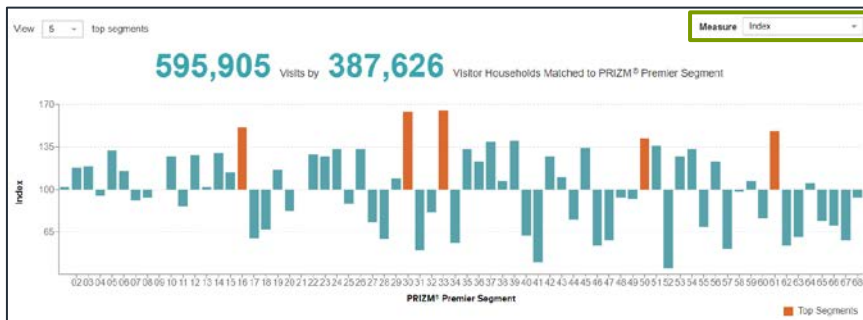
Note: When identifying top segments, it is ideal to consider both measures – the segment's percentage of website visits and the segment's index. This is because a large number of visits coming from a segment is not indicative of a high likelihood for that segment to visit the website. And, a high index doesn't necessarily mean a large number of website visits were coming from that segment.

Highest Opportunity Audiences

The Highest Opportunity Audiences take a closer look at the selected number of top segments. For each of the top segments, it compares the what percentage that segment makes up of total

U.S. households to what percentage that segment makes up of the total household visitors to your website.

In the below example, you can see that Middleburg Managers are a high opportunity audience. Not only are they the top segment when it comes to percentage of website visits. They also have a high likelihood to visit your website (they only make up 2.43% of total U.S. households, but they makeup 3.08% of your total audience).

Highest Opportunity Audiences

PRIZM® Premier Segments

Segment	Segment Name	Segment Percent of U.S. Households	Percent of Household Visitors
22	Middleburg Managers	2.43%	3.08%
05	Country Squires	2.30%	2.95%
36	Toolbelt Traditionalists	2.43%	2.93%
12	Cruisin' to Retirement	2.38%	2.91%
45	Urban Modern Mix	2.09%	2.82%
Total		**11.63%**	**14.69%**

Granularity

Granularity refers to the varying levels of desired targeting. There are two different granularity types, scale and precision. See below for a definition of each.

GRANULARITY	
GRANULARITY TYPE	**DEFINITION**
Scale	Includes all households where the IP address was matched to a household at the ZIP+6 level. And, for any households where the IP address was matched to a ZIP+4 level, all households in that ZIP+4 will also be included.
Precision	Includes only households where the IP address was matched to a household at the ZIP+6 level.

Note: ZIP+6 is an actual delivery point (or, a specific household). Whereas ZIP+4 is a small group of neighboring addresses (for example, an apartment building, a few condos/houses, etc). A household will be coded at the ZIP+4 level, only if the ZIP+6 could not be identified.

If you only want to view households in your audience that you know visited your website, you would want to select Precision as the granularity type.

To view an expanded audience, select Scale as the granularity type. In the cases where a ZIP+6 cannot be assigned to your website traffic, a ZIP+4 flag will be assigned for that traffic event. Neighboring homes often have similar characteristics. When Scale is selected, all households within the ZIP+4 will be included in the media channel reach calculations and Segment Details/Device Details/Claritas CultureCode details.


Media Channel Reach

Estimates for media channel reach is displayed in this section. These numbers will be affected by the level of granularity (scale or precision).

Some of these reach numbers may be higher than the total number of unique household visits. This is because some households will have more than one email, tablet, or social media account linked to the address.
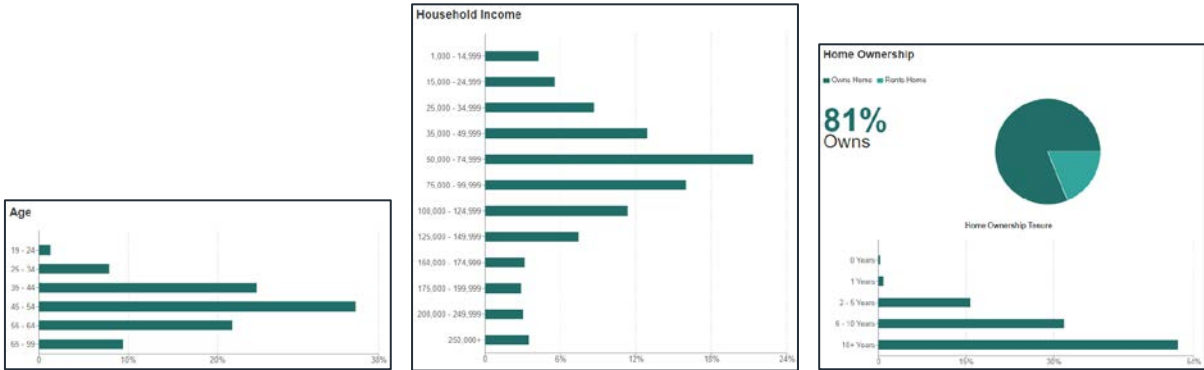

Additional Segment Details

On the screen, click on one of the tabs to learn more about the selected number of top segments.
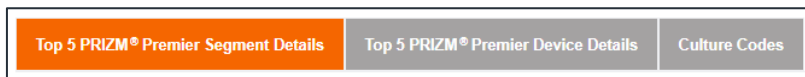
Segment Details

This section helps you better understand the characteristics of the top segments (age, income, home ownership, marital status, etc.).
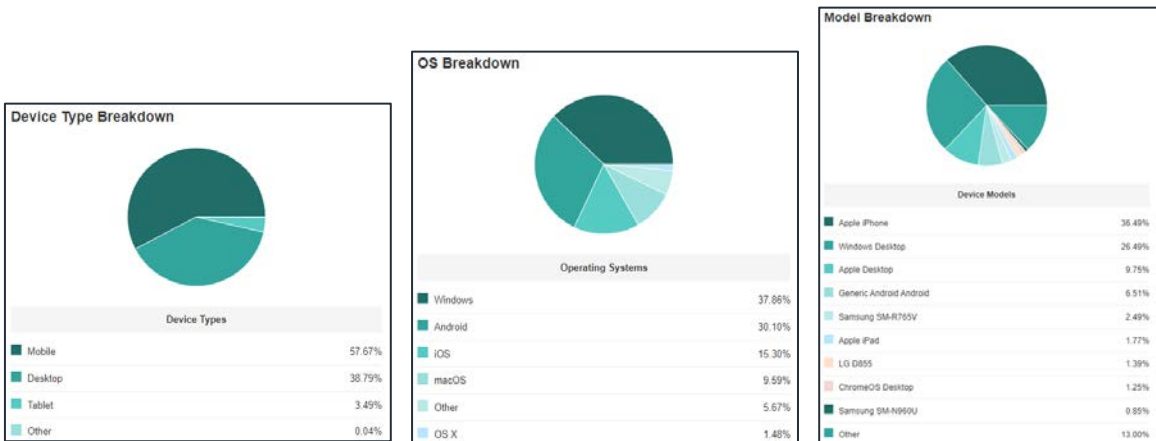

Device Details
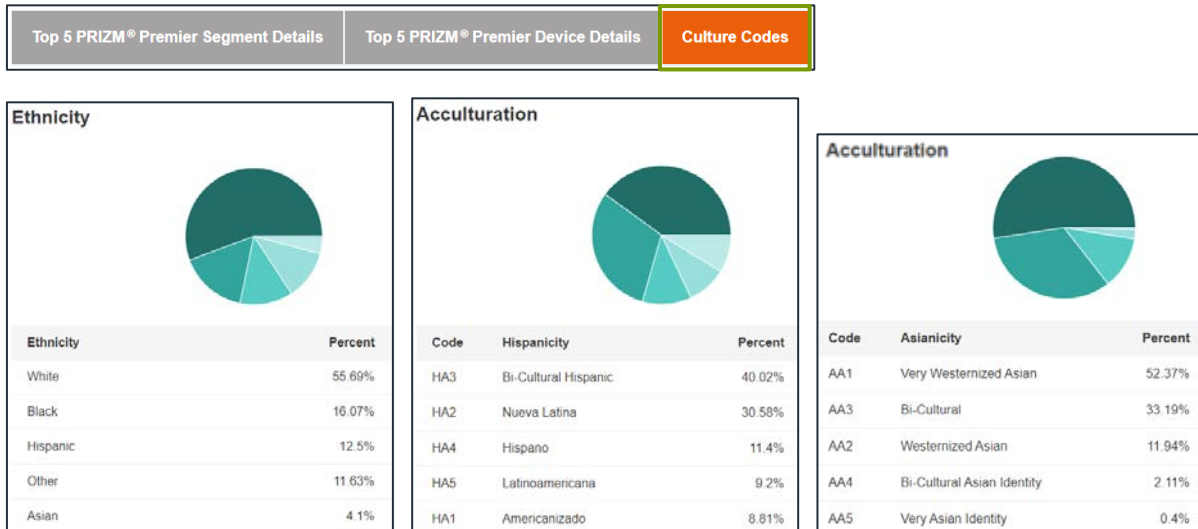
This section shows the device types, operating systems, and device models that were used when visitors viewed your sites.

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<u>CultureCodes®</u>

This section helps you better understand the ethnicity and origin of the top segments (ethnicity, acculturation levels, country of origin).

Ethnicity	Percent
White	55.69%
Black	16.07%
Hispanic	12.5%
Other	11.63%
Asian	4.1%

Code	Hispanicity	Percent
HA3	Bi-Cultural Hispanic	40.02%
HA2	Nueva Latina	30.58%
HA4	Hispano	11.4%
HA5	Latinoamericana	9.2%
HA1	Americanizado	8.81%

| Code	Asianicity	Percent
AA1	Very Westernized Asian	52.37%
AA3	Bi-Cultural	33.19%
AA2	Westernized Asian	11.94%
AA4	Bi-Cultural Asian Identity	2.11%
AA5	Very Asian Identity	0.4%

Create an Audience

An audience is a group of individuals that can be targeted with a multi-channel digital campaign.

After reviewing the data on the Segment Distribution page, users can create an audience based on either the *specific individuals* that visited their websites or based on the *top segments* that visit their websites.

In the upper right-hand corner, there is a button to create an audience.
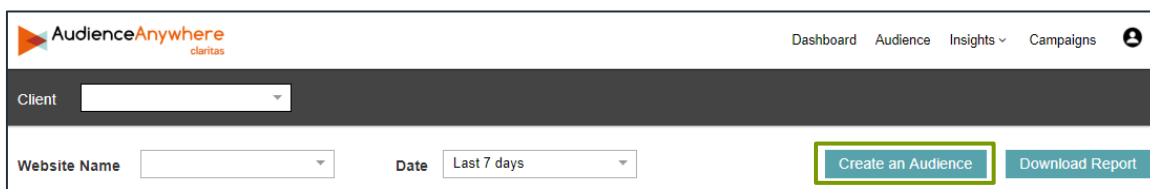
There are two different types of audiences that can be created after clicking on Create an Audience. See below for a definition of these two types of audiences.

AUDIENCES	
AUDIENCE TYPE	**DEFINITION**
Save audience from website visitors	Saves the specific individuals that visited your site as an audience to the Audience Builder page. Once in Audience Builder, this audience (a group of specific site visitors) can be further refined, by a number of characteristics – such location, demographics, lifestyle/financial behaviors, etc.
Create a target audience at scale	Saves the number of specified *top segments* as an audience at the national level to the Audience Builder. Once in Audience Builder, this audience (a group of selected segments) can be further refined, by a number of characteristics – such as location, demographics, lifestyle/financial behaviors, etc.

SITE ANALYTICS

The Site Analytics page provides insights about both consumer and business visits.

Consumers can be identified by the IP address picked up by the pixel fire. Once identified, basic demographics for those visitors, such as age, gender, homeownership, etc. are accumulated and provided here.

Additionally, insights regarding IP addresses that were recognized as businesses can also be provided, such as number of years in business, business size, revenue estimates, etc.

Total Website Traffic: Unique Visits

The Unique Visits number includes all traffic (domestic, foreign, bots, wireless, proxy, .edu, .gov traffic).

Each visit receives a statistical ID that identifies a truly unique visitor. Factors for the statistical ID include IP, browser settings, device settings, etc.

Total visits factors in all the times unique visitors went to the site.
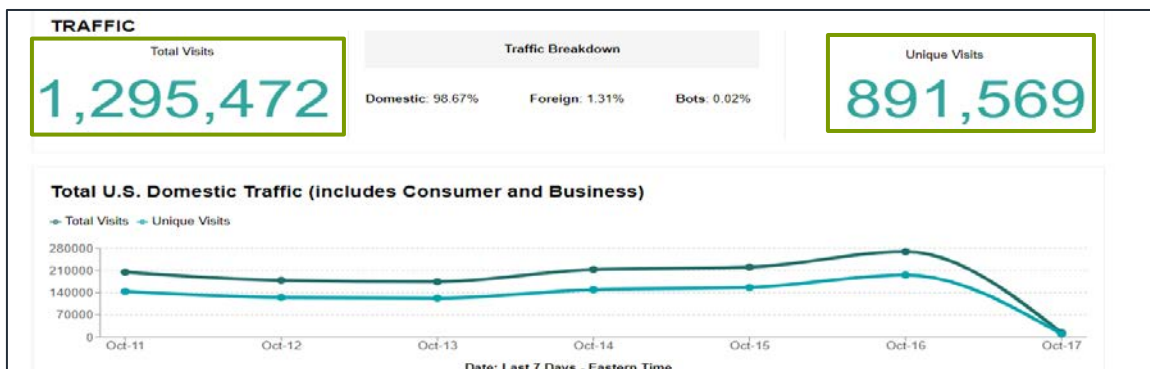
<u>Consumer and Business Traffic</u>

The effort to provide insights begins with the IP address, which is usually parsed into either consumer or business traffic.

Note: The system does not have a way to distinguish if business traffic is being used for non-business purposes. Similarly, if someone is working from home, the system cannot distinguish if that traffic is being used for business purposes. Insights are provided based on the origination of the request.

Navigate to the domestic consumer and business traffic pages by clicking on the appropriate link located on the left rail.
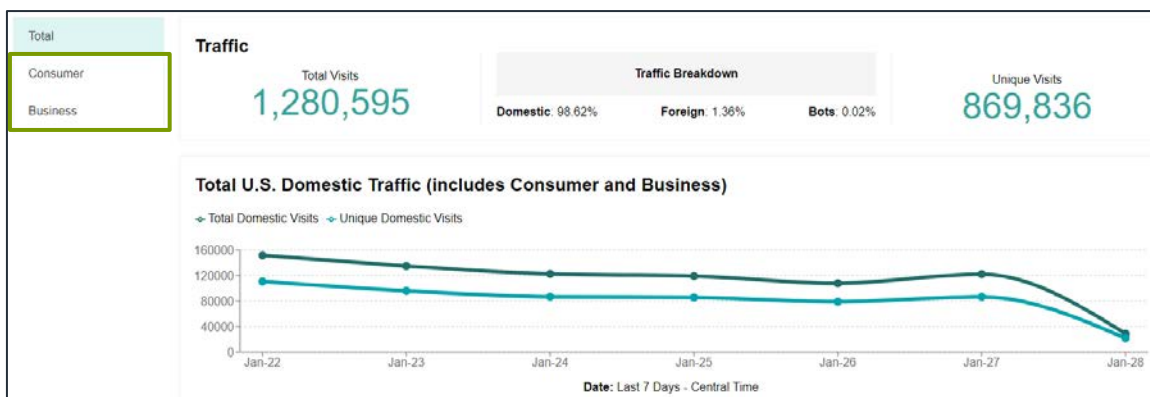

Domestic Consumer Traffic

The Domestic Consumer Site Traffic page provides counts of the total and unique consumer visits, along with basic information for those visitors.

To view additional details regarding those consumer visitors, click the *View More Consumer Information* link at the bottom of the page.
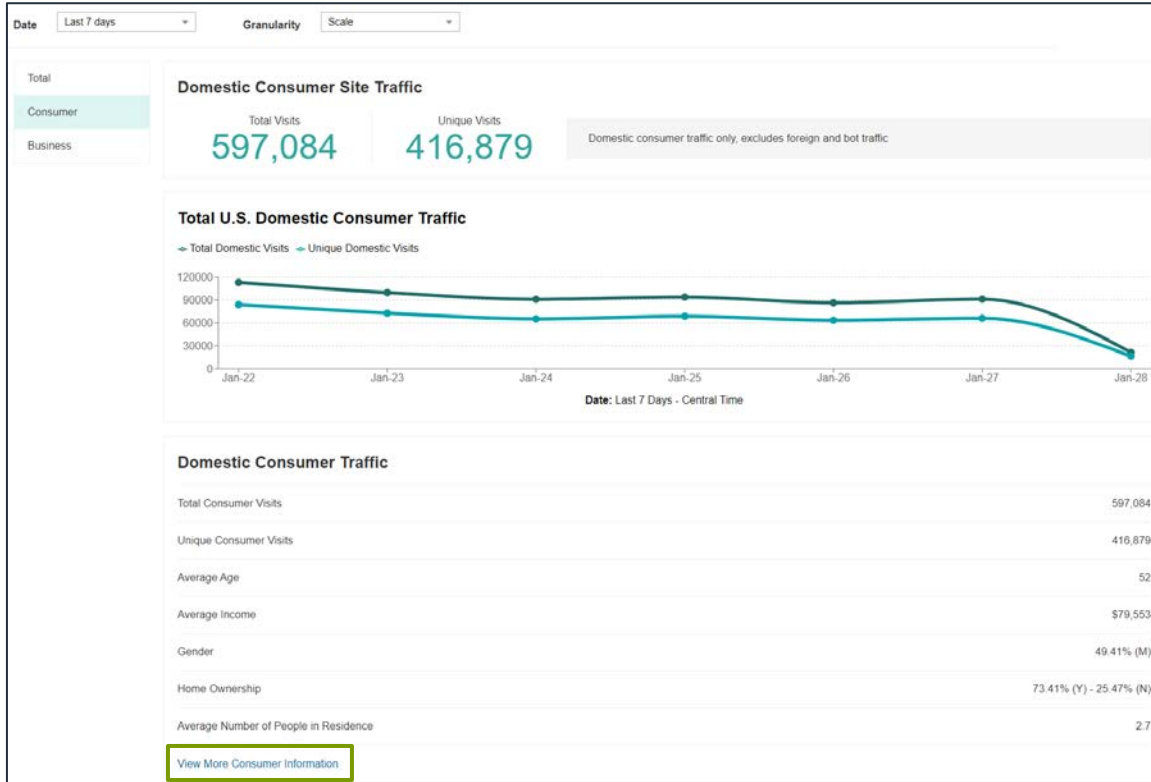
Shown below is the Consumer Information page, which is what appears after clicking on the *View More Consumer Information*.
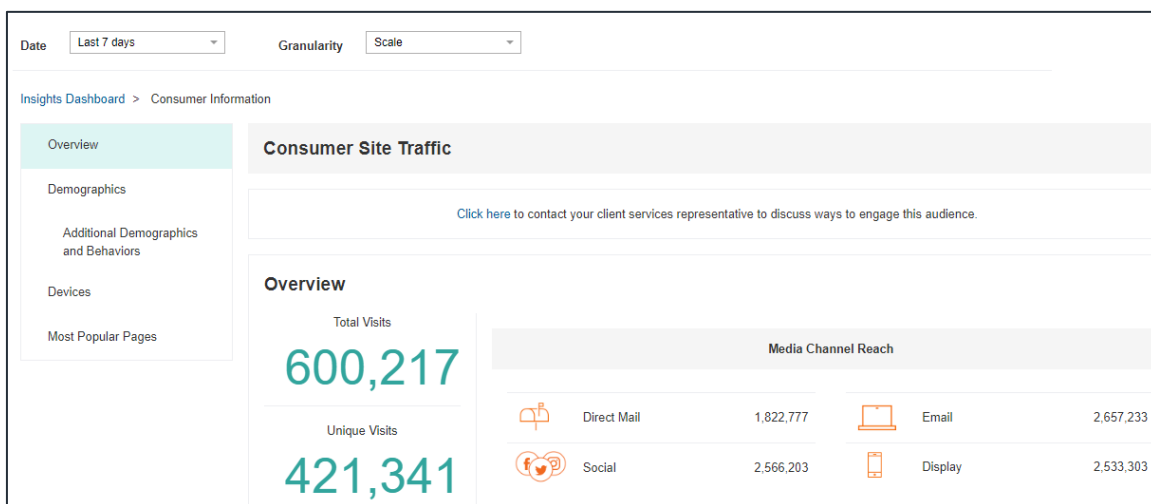
Within the overview section, estimates for media channel reach is displayed.

Some of these reach numbers may be higher than the total number of unique household visits. This is because some households will have more than one email, tablet, or social media account linked to the address.


Note: The media channel reach numbers will be affected by both the date and level of granularity selected at the top of the screen (scale or precision).

- Date allows you to adjust the number of previous days that you'd like to track website visits.

- Granularity allows you to set the level of desired targeting. A detailed description of granularity is available in the Segment Distribution section: Granularity Description
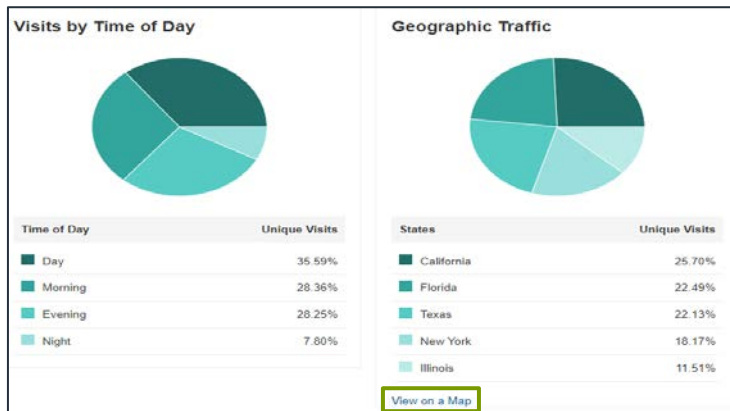

Shown below are additional consumer traffic details that can be found by navigating the menu on the left rail.
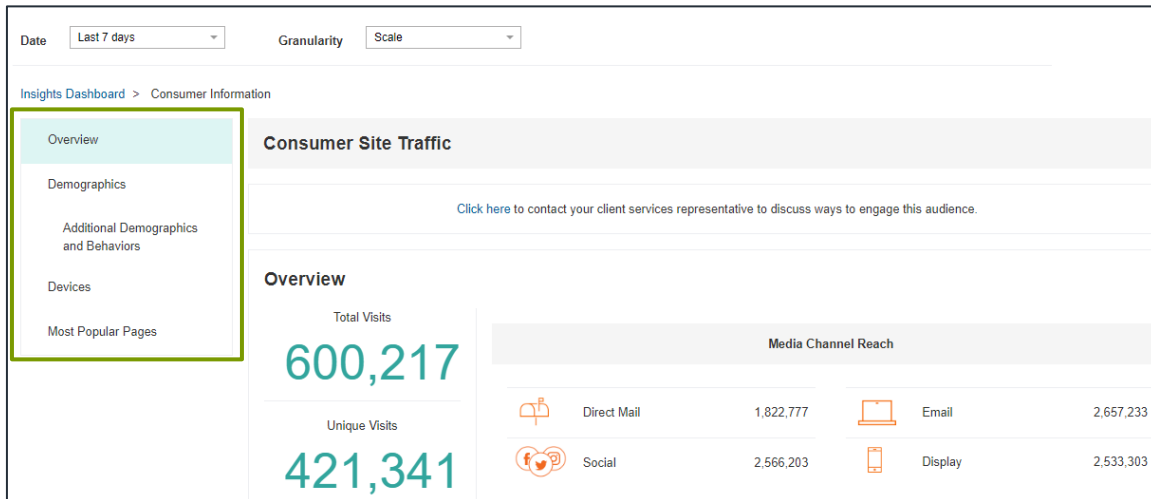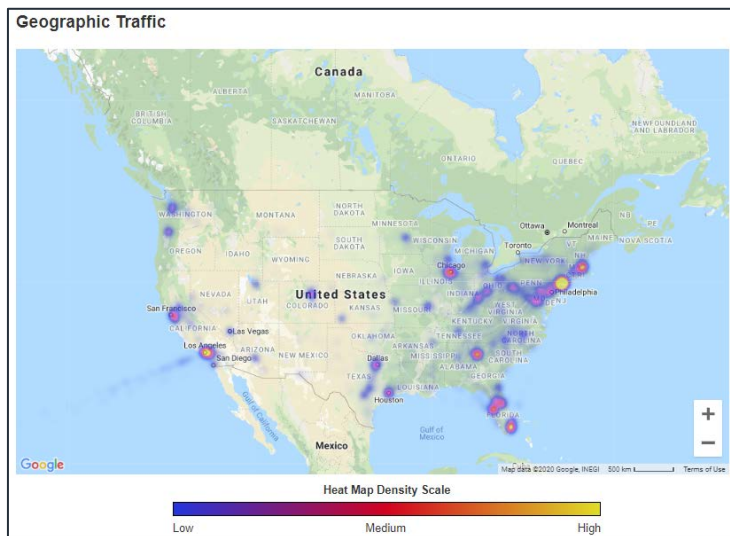
Overview

This section helps you better understand the location of the IP at the time of the pixel fire.

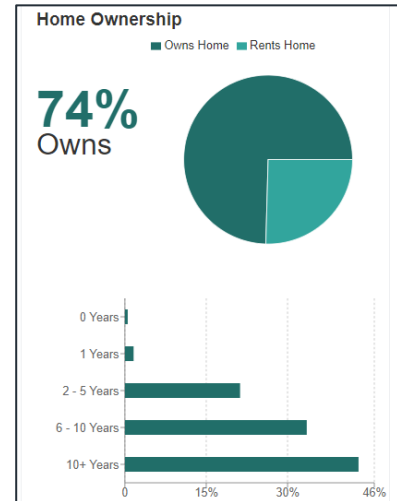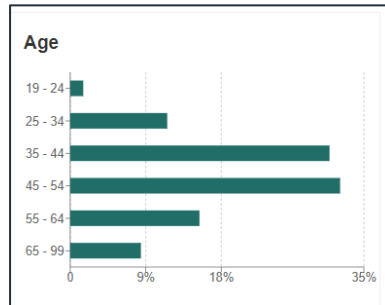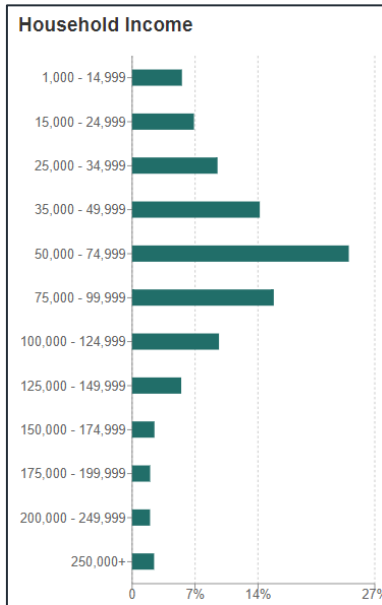Time of day visits are based on the account time zone:

- Morning: 6am - Noon
- Day: Noon - 6pm
- Evening: 6pm - Midnight
- Night: Midnight - 6am

Click on *View on a Map* to see where domestic consumer visitors are most concentrated within the U.S.
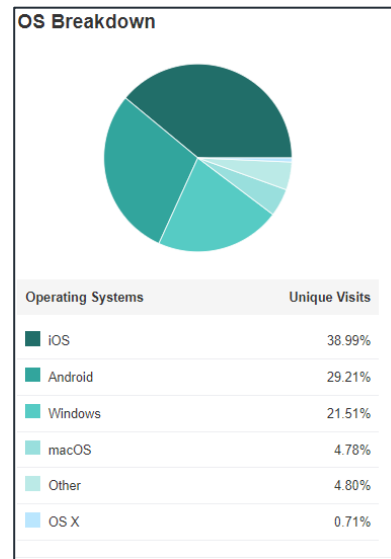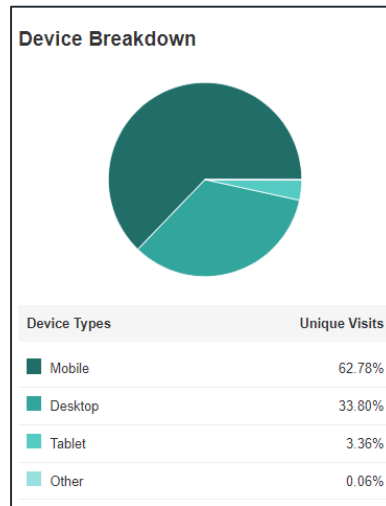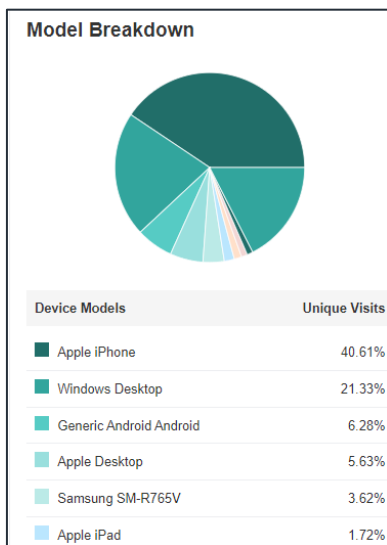
Demographics

This section helps you better understand the characteristics of the consumers (age, income, home ownership, marital status, etc.).

Devices

This section shows the device types, operating systems, and device models that were used when visitors viewed your sites.

<u>Most Popular Pages</u>

This section shows the pages within your domain that had the highest number of total consumer visits.

Most Popular Pages	
Popular page search [_____] View [20 ▾] Popular Pages	
Page Name	**Total Visits**
/articles/whats-new-from-honda-for-2017--1420695093574/	381,910
/vehicledetail/detail/703590087/overview/	115,137
/dealers/176721/all-in-1-motors/reviews/	51,666

Domestic Business Traffic

The Domestic Business Site Traffic page provides counts of the total and unique business visits, along basic information for those visitors.

To view additional details regarding those business visitors, click the *View More Business Information* link at the bottom of the page.
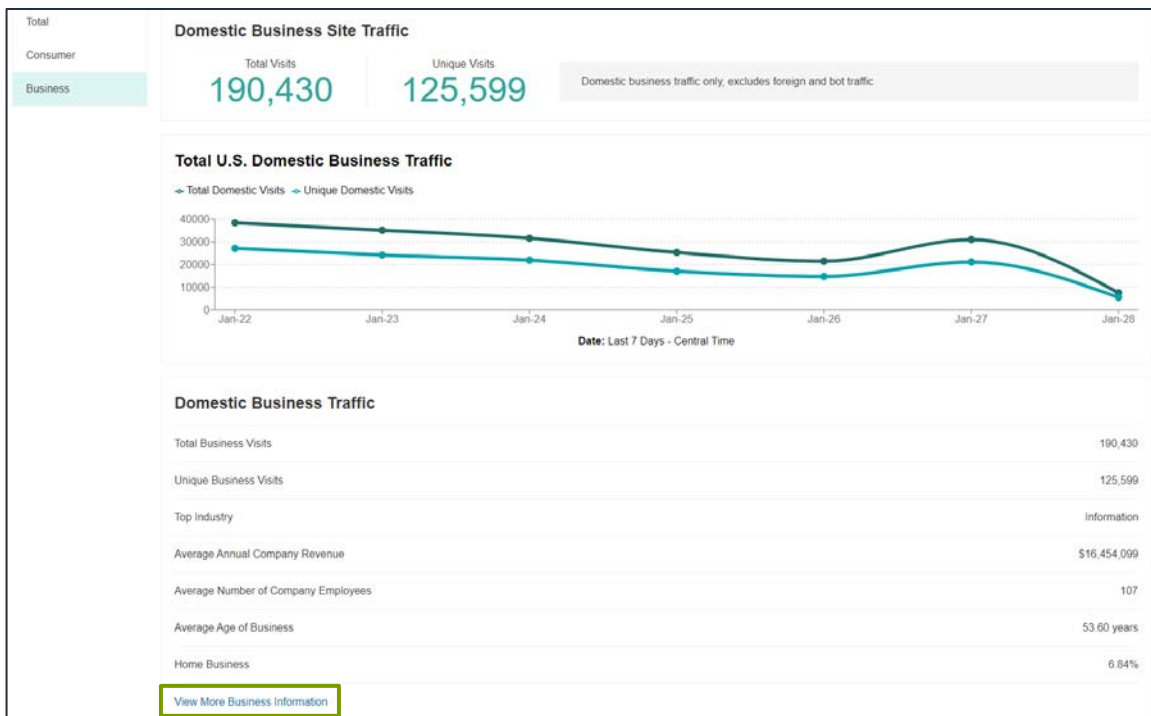
Shown below is the Domestic Business Information page, which is what appears after clicking on *View More Business Information*.
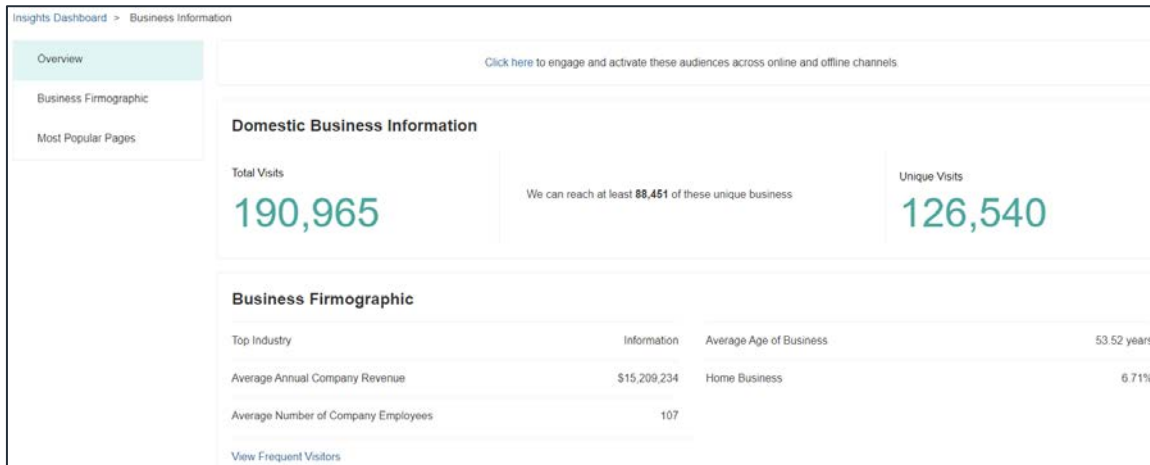
Within the overview section, estimates for how many unique businesses can be reached is displayed.

A business will be included as one that can be reached if the business IP address can be resolved to an actual address in the Infogroup business list.

Shown below are additional business traffic details that can be found by navigating the menu on the left rail.

Overview

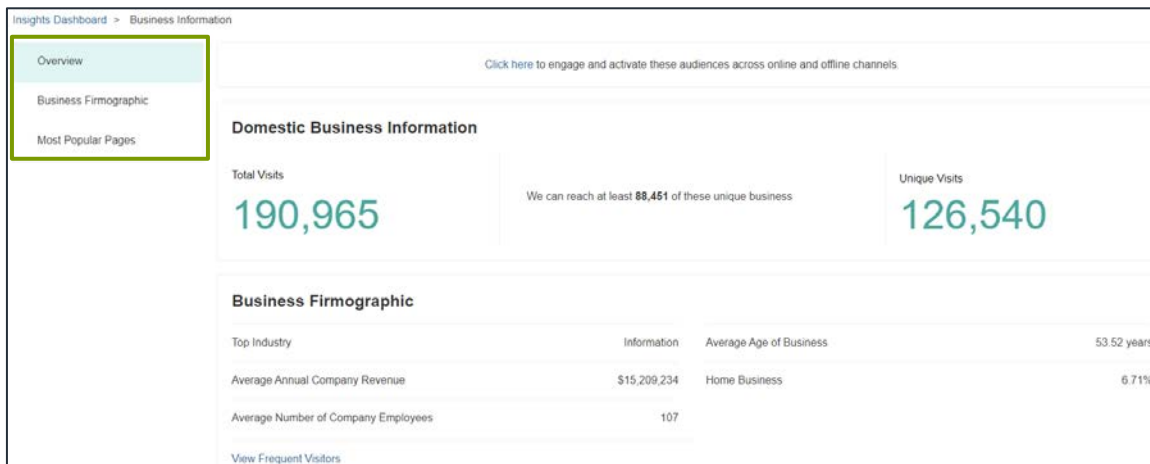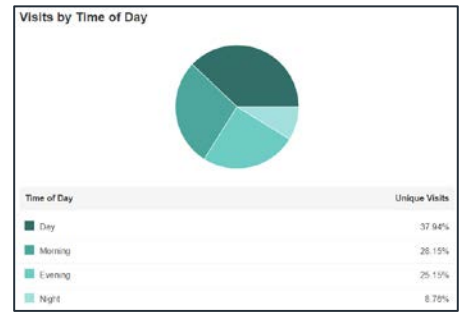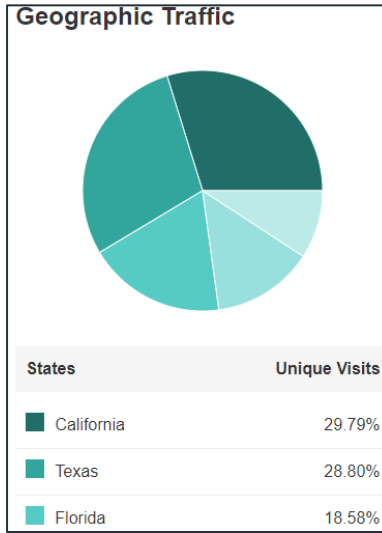This section helps you better understand some basic details about the businesses visiting your site, along with the time and location of their visits.

Geographic Traffic

States	Unique Visits
California	29.79%
Texas	28.80%
Florida	18.58%

Business Firmographic

Top Industry	Information
Average Annual Company Revenue	$24,421,686
Average Number of Company Employees	158
Average Age of Business	53.45 years
Home Business	2.55%

Visits by Time of Day

Time of Day	Unique Visits
Day	37.94%
Morning	28.15%
Evening	25.15%
Night	8.76%

Business Firmographic

This section helps you better understand the characteristics of the business visitors (industry, annual revenue, employee count, etc.).

Top 20 Companies that have Visited

Company Name	Industry	Annual Revenue	Number of Employees	Age of Business (in years)
Ca******	Finance and Insurance	$4,994,000	15	-
Co******	Information	$1,596,000	4	-
Di******	Information	$12,391,000	16	8
AT******	Information	$11,705,000	28	-
AT******	Information	$2,912,000	6	-

<u>Most Popular Pages</u>

This section shows the pages within your domain that had the highest number of business visits.

Business Site Traffic

Click here to contact your client services representative to discuss ways to engage this audience.

Most Popular Pages

Popular page search [   ]   View [20 ▾]
                                                     Popular Pages

Page Name	Total Visits
/articles/whats-new-from-honda-for-2017--1420695093574/	112,371
/vehicledetail/detail/703590087/overview/	39,386
/dealers/176721/all-in-1-motors/reviews/	17,312

AUDIENCE FILES

The Audience Files page allows you to download a preset number of business and/or consumer audience addresses.

Note: Additional addresses can be downloaded at an additional cost (normal CPM applies).

Both standard and professional tier subscriptions include 500 consumer addresses and 200 business addresses. These files will be populated with matches at the ZIP+6 level, and will fall back to ZIP+4 if the quota cannot be met (sites with at least 2,000 unique visits per months should not have a problem reaching the 500 consumer and 200 business addresses).

- For standard tier subscriptions, a random 500 consumer and 200 business addresses will be selected from your traffic.

- For professional tier subscriptions, users have access to the advance audience setting preferences, allowing them to have more control over the address selection process.

Audience File Preferences

For Professional Tier subscriptions, there are additional options available for your audience files.

To update your preferences for the audience files, go to 😀 > Settings, and click Consumer Address File Setup in the left rail.
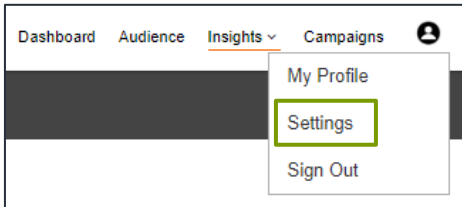
Frequency

Audience files can be created at the desired frequency: Daily, Weekly, or Monthly.

However, the number of addresses delivered in a given month will be capped at the quota set in your account settings (The default is 500 consumer and 200 business addresses). For example, if the weekly frequency is selected, and the monthly limit is reached after two weeks, the next audience file will not be generated until the following month.
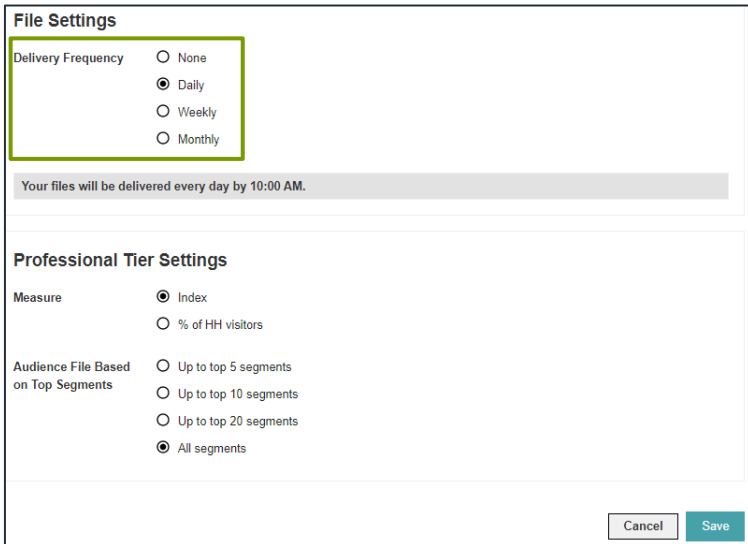
Measure and Top Segments

The sort measure for determining top segments can be set to Index or % of household visitors.

Additionally, you can specify to include all segments in the audience file or to limit the addresses included in the files to be the top 5, 10, or 20 segments that visited your sites.

Note: Depending on the set audience preferences (specifically, limiting the audience files to top segments and/or selecting the precision level granularity), the address files may not contain the full number of requested addresses.

Granularity

The level of granularity used in audience file creation is determined at account setup by an administrator.

There are two different granularity types, precision and scale:

| GRANULARITY	
GRANULARITY TYPE	DEFINITION
Precision	Audience files will only include households that match at the ZIP+6 level, even if the pre-determined number of desired addresses is not reached.
Scale	Audience files will fall back to the ZIP+4 level if the pre-determined number of addresses cannot be reached at the ZIP+6 level. All ZIP+6 matches will be included before falling back to ZIP+4.

A detailed description of granularity is available in the Segment Distribution section: Granularity Description

Download Audience File

Audience files can be downloaded from the Insights > Audience Files page.

Click the arrow in the Download Audience Files section at the bottom of this page to download the audience file.
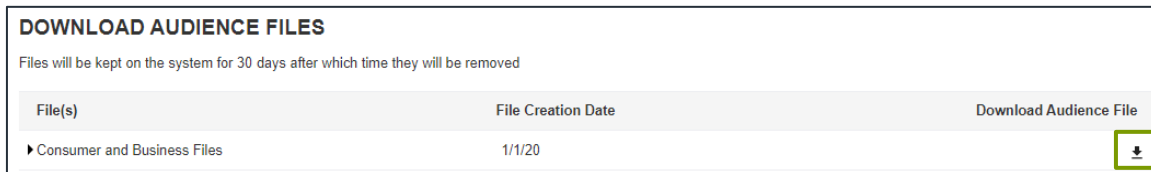
Sample Output for Consumer Files

Consumer audience files contain visitor name, home address, number of visits and last visit date.

PDM FirstName	PDM MiddleInitial	PDM LastName	PDM LNameSuffix	Address1	Address2	City	State	Zip Code	Zip4	Number of Visits	Date of Last Visit
John		Doe		123 Main St		Main City	XX	19802	4425	1	9/9/2019

Sample Output for Business Files

Business audience files contain business name, business address, basic business details, number of visits and last visit date.

Business/ISP Name	Business Address1	Business Address2	Business City	Business State	Business Zip	Business Zip4	Business Main Phone	Primary NAICS Code	NAICS Title	Primary Contact Fname	Primary Contact Lname	Primary Contact Title	Number of Visits	Date of Last Visit
ABC Acme	123 Main St		Main City	XX	XXXXX	XXXX	(XXX) XXX-XXXX	61121002	Information	John	Doe	Owner	2	9/5/2019

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