



Claritas Online Premium Profiles 2023 Release Notes

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OVERVIEW

Claritas Online Premium Profiles enable you to identify groups of customers based on website and online category viewership. By using these profiles to develop groups, you should experience greater return on investment of marketing dollars in customer acquisition and retention (CACR) and channel management.

Online Premium profiles are created for all Claritas segmentation systems: Claritas PRIZM® Premier, Claritas ConneXions®, and Claritas P\$YCLE® Premier.

WHAT'S NEW

Due to the nature of the Internet, available websites and their respective audiences are always evolving. While some websites may appear on the roster from year to year, the audience may have changed as new sites gain popularity and older sites either fall out of favor or add new features to keep up. Therefore, every profile in the Claritas Online Premium Profiles 2023 dataset is considered new.

DATA DESCRIPTION

A profile consists of a series of counts (one for each segment) that represents the base from which the behavior is drawn (e.g., total respondents) as well as a series of counts for those who exhibited the behavior. Some profiles also have consumption information available for the

behavior across each segment. For Online Premium Profiles, consumption measures the number of seconds spent on a website, or on all websites included in a category.

Profile Categories

Claritas Online Premium Profiles are presented in fifteen main sub-categories as described in the chart below. Each category begins with a category profile that represents all websites included in the category. For a complete list of all available profiles, please reference the *Claritas Online Premium Profiles 2023 Roster*.

ONLINE PREMIUM PROFILE CATEGORIES AND COUNTS		
PROFILE CATEGORY	NUMBER OF PROFILES	DESCRIPTION
Automotive (Nielsen)	1	This category presents information for automotive websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Computers & Consumer Electronics (Nielsen)	10	This category presents information for computers & consumer electronics websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Corporate Information (Nielsen)	3	This category presents information for corporate information websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Education & Careers (Nielsen)	3	This category presents information for education & careers websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Entertainment (Nielsen)	29	This category presents information for entertainment websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Family & Lifestyles (Nielsen)	8	This category presents information for family & lifestyles websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Finance/Insurance/Investment (Nielsen)	17	This category presents information for finance/insurance/investment websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Government & Non-Profit (Nielsen)	5	This category presents information for government & non-profit websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.

Home & Fashion (Nielsen)	10	This category presents information for home & fashion websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Multi-Category Commerce (Nielsen)	10	This category presents information for multi-category commerce websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
News & Information (Nielsen)	18	This category presents information for news & information websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Search Engines and Member Communities (Nielsen)	21	This category presents information for search engines and member community websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Special Occasions (Nielsen)	3	This category presents information for special occasions websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Telecom/Internet Services (Nielsen)	19	This category presents information for telecom/internet services websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.
Travel (Nielsen)	11	This category presents information for travel websites, including the number of households that visited a particular site, as well as the total number of seconds the site was viewed.

Note: Consumption data (number of seconds viewed) is available in Consumption Reports found on Claritas 360.

METHODOLOGY

Overview

Claritas Online Premium Profiles are created using data from Nielsen’s Online Mega Panel. The data was collected by Nielsen over a 12-month period (September 2022 through August 2023) for all respondent data. Users were required to spend at least 10 seconds on a website to be included in the website’s profile. Additional profiles were built to summarize each category.

Stability testing was then performed for each of the profiles to make sure they are valid for Claritas PRIZM® Premier, Claritas ConneXions®, and Claritas P\$YCLE® Premier.

Consumption Profiles

Consumption profiles are created by aggregating the total number of seconds viewed within a particular segment during the entire 12-month collection period. Consumption Profiles are particularly useful for determining which segments spend the most time on a website.

National vs. Regional Profiles

In general, any profile that represents a national behavior can be applied to lower geographies such as Nielsen DMAs or block groups using projection. However, regional or local profiles may be misleading when applied to a national level or within another region. This is important to know when using profiles for local or regional service providers.

These profiles are nonetheless included because they can provide a good picture of your customer base or a competitor's customer base. In addition, when expanding to new markets, these profiles can be used as a guide to establish groups of ideal consumers within the new market.

Projection to Lower Geographies

Projection is done using a two-step process. First, the total percentage of households in each Claritas segment that report to exhibit the profile's behavior is calculated. Then, that percentage is applied to the estimated number of households in each segment within a geographic area. Therefore, projection gives you an estimated number of households by segment in the area that are likely to exhibit the profile's behavior, but they do not represent actual counts of viewers by geography and Claritas segment.

TECHNICAL SUPPORT

If you need further assistance, not provided in the release notes, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

LEGAL NOTIFICATIONS

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