



Claritas 360 Release Notes

October 28, 2024

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OVERVIEW

Claritas 360 is an intuitive web-based application that provides a complete view of consumers and markets through a full range of data and tools, like our industry leading segmentation capabilities and best of breed mapping technology. Claritas 360 helps you meet better prospects, market more precisely and improve your ROI by uncovering hidden areas of opportunity for new business.

This document contains information regarding the Claritas 360 October 28th release that represents the completion of work since the previous release.

WHAT'S NEW

2025 Annual Data Update – Availability of the following data for use in Claritas 360 (in the 2025 data vintage):

- 2025 Claritas Segmentation Distributions and Directories (Claritas PRIZM® Premier, Claritas P\$YCLE® Premier and Claritas ConneXions®)
- Connecticut Planning Regions will now be used in C360, in lieu of Counties. When selecting Connecticut Counties, Planning Regions will be returned in the output

Note: The default data vintage has been updated to 2025. To access data and/or reports that have not yet been updated, switch back to the 2024 data vintage in User Preferences. 2023 data vintage has been removed from Claritas 360 and is no longer available.

TECHNICAL SUPPORT

If you need further assistance, 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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