



# Claritas 360 Release Notes

November 25, 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 November 11<sup>th</sup> release that represents the completion of work since the previous release.

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## WHAT'S NEW

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

- 2024 Q4 Claritas Business-Facts®
- 2025 Claritas IPA and Net Worth Profiles
- 2025 Claritas Neighborhood Demographic Profiles

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## 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.

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## LEGAL NOTIFICATIONS

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