



Claritas 360 Release Notes

December 9, 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 December 9th 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 CultureCode® Asianicity™
- 2025 Claritas CultureCode Generation
- 2025 Claritas CultureCode Language
- 2025 Claritas CultureCode Hispanicity™
- 2025 Claritas CultureCode LGBT Demographics
- 2025 Claritas CultureCode Religion Demographics
- 2025 Claritas CultureCode Supplement to Pop-Facts® Demographics
- 2025 Claritas CultureCode Workday Demographics
- 2025 Claritas Insurance CLOUT

Geocoder Update – November 2024 data available in the geocoder

RESOLVED ISSUES

This section lists the known issues resolved in this release.

DESCRIPTION	DEFECT NO.
BUSINESS-FACTS DATA	
All deprecated SIC Codes have been removed from the Location Filter tree.	CN-6387

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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