Claritas 360 Release Notes

November 16, 2026

CONTENTS

Overview
What's New
Technical Support
Legal Notification

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 16th release that represents the completion of work since the previous release.

WHAT'S NEW

2027 Annual Data Update – Availability of the following for use in Claritas 360 (in the 2027 data vintage):

- 2027 Claritas CultureCode Asianicity™
- 2027 Claritas CultureCode Hispanicity™
- 2027 Claritas CultureCode LGBT Demographics
- 2027 Claritas CultureCode Religion Demographics
- 2027 Claritas CultureCode Supplement to Pop-Facts® Demographics
- 2027 Claritas CultureCode Workday Demographics

Resolved Issues

- Analysis Area Builder: Area/s border and fill can now be updated during the analysis area creation process
- Point to Point Report: If any of the source or destination addresses are missing latitude/longitude coordinates, the report will still successfully complete

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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 855.400.2778.

LEGAL NOTIFICATIONS

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