



Claritas 360 Release Notes

January 5, 2026

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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 January 5th release that represents the completion of work since the previous release.

WHAT'S NEW

2026 Annual Data Update – Availability of the following data for use in Claritas 360 (in the 2026 data vintage):

- 2026 Claritas Consumer Spending Dynamix
- 2026 Claritas CultureCode® Asianicity™
- 2026 Claritas CultureCode Hispanicity™
- 2026 Claritas Technology Scores
- 2025 Claritas Technology Behavior Track Profiles

Resolved Issues

- Location Builder records exported to Microsoft® Excel® now contain populated fields.
- Consumer Concentration Variable Tree no longer contains duplicate records for Total Businesses variables, and these variables now return correct data in the report output.

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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