



Claritas 360 Release Notes

February 23, 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 February 23rd release that represents the completion of work since the previous release.

WHAT'S NEW

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

- 2025 Claritas Television Behavior Profiles
- 2026 Q1 Claritas Business-Facts®

Geocoder Update – January 2026 data available in the geocoder

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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