



Claritas 360 Release Notes

February 9, 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 February 9th 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):

- 2026 Claritas CultureCode Religion Demographics – has been reloaded

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

Business-Facts, ConneXions, CultureCode, Financial CLOUT, Geoscape, P\$YCLE, Pop-Facts and PRIZM are registered trademarks of Claritas, LLC. The DMA data are proprietary to The Nielsen Company (US), LLC ("Nielsen"), a Third-Party Licensor, and consist of the boundaries of Nielsen's

DMA regions within the United States of America. Other company names and product names are trademarks or registered trademarks of their respective companies and are hereby acknowledged.

This documentation contains proprietary information of Claritas. Publication, disclosure, copying, or distribution of this document or any of its contents is prohibited, unless consent has been obtained from Claritas.

Some of the data in this document is for illustrative purposes only and may not contain or reflect the actual data and/or information provided by Claritas to its clients.