



# Claritas 360 Release Notes

March 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 March 23<sup>rd</sup> release that represents the completion of work since the previous release.

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## WHAT'S NEW

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

- 2026 Claritas Connect Premium Profiles
- 2026 Environics Analytics Retail Market Power data and Retail Market Power syndicated report

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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.

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## LEGAL NOTIFICATIONS

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