



# Claritas 360 Release Notes

April 20, 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 April 20<sup>th</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 Household Demographic Profiles
- 2026 Claritas Trending Topics
- 2026 MyBestSegments Update

**Geocoder Update** – March 2026 data available in the geocoder

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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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