



Claritas 360 Release Notes

August 10, 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 August 10th release that represents the completion of work since the previous release.

WHAT'S NEW

2027 Annual Data Update – Availability of the following for use in Claritas 360 (in the 2027 data vintage):

- 2027 Claritas Pop-Facts® Demographics
- 2027 Standard and Industry Boundaries

Important notes regarding the 2027 ADU:

- The 2025 data vintage has been removed. Users previously in the 2025 data vintage have been moved forward to the 2026 data vintage.
- Users previously in the 2026 data vintage will remain in the 2026 data vintage.
- The 2027 data vintage will not display widgets that require data that has not yet been released. As new 2027 data is released in Claritas 360, the corresponding widgets will become available.

Geocoder Update – July 2026 data available in the geocoder

Resolved Issues

- Filters created using the Business-Facts® Fortune Rank field, now return the expected business records.
- Target Builder and MyBestSegments now display 2026 segment descriptors in the user interface.

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.

LEGAL NOTIFICATIONS

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