



Claritas 360 Release Notes

August 24, 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 24th release that represents the completion of work since the previous release.

WHAT'S NEW

Resolved Issues

- Wire Center variables now populate in Data Export in the 2027 data vintage, as expected.
- The 2026 Claritas PRIZM® Premier and 2026 Claritas P\$YLCE® Premier External Core Demographic Spreadsheets in MyBestSegments now include the previously omitted data columns on the Income tabs.

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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