



Claritas 360 Release Notes

September 8, 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 September 8th 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):

- 2026 Q3 Claritas Business-Facts®

Resolved Issues – The 2027 data vintage now reflects the current 2027 DMA boundaries, with the Glendive, MT (798) DMA being merged into the Rapid City, SD (764) DMA.

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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