Commonly Used Tools & Reports

OVERVIEW

This document highlights the Claritas 360 reports and tools most commonly used by Agencies.

CLARITAS 360 TOOLS

Analysis Areas

Use Claritas Analysis Areas tools to create custom trade areas from geographies (ZIP Code, DMA, etc.) or locations.

Review the various analysis area types available in Claritas 360 (click a tile within the below document for detailed analysis area creation steps):

Analysis Area Creation Options

Import Profiles

Import Targets or Profiles from third party software (MRI, Scarborough) for more in-depth analysis and local targeting.

Import Profiles

Use Locations

Upload a list of locations or use Claritas® Business-Facts Database to create a focused filter for specific business targets:

Import a List of Locations
Create a Filter Using Syndicated Data

CLARITAS 360 REPORTS

Market Potential Reports

Identify opportunities for selling a product or service, as well as analysis areas to find potential locations to promote products and services.

Compare usage patterns for your products, competitive products and similar products in one or more analysis areas.

Rank the penetration of products and services in one or more analysis areas.

Report Generation
Report Interpretation & Calculations
The Math Behind the MPI Calculation

identify
deliver
optimize

Profile Ranking Index

Compare a selected Profile or Target to a list of behaviors to determine the correlation to your target behavior.

Report Generation

Report Interpretation & Calculations

Consumer Concentration

Understand the demographic makeup of your markets.

Depending on data licensed, review data pertaining to spend, businesses, IPA, net worth, wire centers, etc. Attain a comprehensive overview of your market using any combination of this data.

Report Generation

Report Interpretation & Calculations

Understand Index Options

Location Detail

View information such as sales, employee count, and address for locations (from Claritas Business-Facts filter or imported) within a defined area.

Report Generation