

Profile Builder

Using a Segment Summary file

OVERVIEW

Using Profile Builder, you can import a previously created profile. This file will include columns for segment code, summarized base counts and summarized profile counts for each segment.

LOCATE PROFILE BUILDER



1. From the homepage, click on Consumer Targeting.



2. Select Profile Builder.

3. Select where your profile data will be coming from. The options are:

PROFILE DATA TYPES	
PROFILE DATA TYPE	DESCRIPTION
Upload a new customer file	Upload a customer address file.
From a saved file	Select a previously uploaded customer address file.
Upload a segment summary file	Upload a previously created profile.

Home > Profile Builder > Profile Builder Type  

Profile Builder enables you to create a picture of your product or service by consumer segment. With a profile, you can determine which segments are most likely to use your product or service and which segments make up the biggest part of your analysis area. This in turn allows you to determine which segments to pinpoint, which are prime for development, and which should be avoided in your marketing efforts.

You can create a custom profile using your own enhanced customer address file. This customer file will then be automatically summarized against a base geography to create a profile. Or, you can import a previously created profile. This file will include columns for segment code, summarized base counts and summarized profile counts for each segment.

Where will your profile data be coming from?

Upload a new customer file
 From a saved customer file
 Upload a segment summary file

UPLOAD A SEGMENT SUMMARY FILE

If you selected to upload a previously created profile, follow the below steps:

1. Select the segmentation system used in your segment summary file.

Select a segmentation system

PRIZM Premier
 P\$YCLE Premier
 ConneXions
 PRIZM Premier Hispanicity

2. (Optional) If your file contains consumption data, change the Does the file contain consumption prompt to YES.

Does the file contain consumption?

3. Click the Choose a file button. Navigate to and select the file that you want to upload.

- The segment number column must have the word “Segment” somewhere in the title.
- The base column(s) must have the word “Base” somewhere in the title.

Select a file which has data summarized by segment *The format of the file is Segment Code, Base, Profile name, Base (if additional base), Profile name (if additional profiles), etc. [Link to example](#)*

No file chosen

4. The following file layouts can be used when uploading segment summary files:

One Profile contained in file.

File layout: Segment Code, Base Count, Profile Count

	A	B	C
1	Segment Code	Base Count	Bought Shoes
2	1	2150	95
3	2	2049	147
4	3	2912	140
5	4	3056	133
6	5	4731	199
7	6	2831	141

Multiple profiles, each using the same base.

File layout: Segment Code, Base Count, Profile Count 1, Profile Count 2, etc

	A	B	C	D	E
1	Segment Code	Base Count1	Bought Shoes	Shopped Online	Shopped In Store
2	1	2150	95	153	27
3	2	2049	147	242	132
4	3	2912	140	306	81
5	4	3056	133	258	456
6	5	4731	199	510	201
7	6	2831	141	264	199

Multiple profiles, each using their own base.

File Layout: Segment Code, Base Count 1, Profile Count 1, Base Count 2, Profile Count2, etc.

	A	B	C	D	E	F	G
1	Segment Code	Base Count1	Bought Shoes	Base Count2	Shopped Online	Base Count3	Shopped In Store
2	1	2150	95	888	153	750	27
3	2	2049	147	1440	242	900	132
4	3	2912	140	1696	306	1241	81
5	4	3056	133	1693	258	1535	456
6	5	4731	199	2410	510	2158	201
7	6	2831	141	1631	264	1785	199

Profiles containing consumption data.

File Layout: Segment Code, Base Count, Profile Count, Consumption

	A	B	C	D
1	Segment Code	Base Count	Bought Shoes	Consumption Sales
2	1	2150	95	1447
3	2	2049	147	1078
4	3	2912	140	789
5	4	3056	133	528
6	5	4731	199	2076
7	6	2831	141	599

- (Optional) When a preview of the file appears, you can click on a profile to update the information.

Update the profile information below by selecting the data.

Profile Name	Description	Base
Bought Shoes		Base Count 1
Shopped Online		Base Count 2
Shopped In Store		Base Count 3

- The fields that can be updated are:

FIELDS THAT CAN BE UPDATED	
FIELD	ADDITIONAL INFORMATION
Profile Name	The profile name(s) can be a maximum of 80 characters.
Description	You can provide a description for the profile.
Base	From the dropdown, select which base count should be used for the profile.
Consumption (if included in file)	From the dropdown, select which consumption column should be used for the profile.

- Once the changes have been made, click Submit.
 - Click on another profile to make any other needed updates.
- Click Create Profile.
 - When the job has been submitted, you can view the profile generation status on the My Jobs screen. The generated profiles are also saved to your My Content.

When creating a profile report, your custom profiles will be located in the My Profile folder.