



Claritas 360 Target Builder

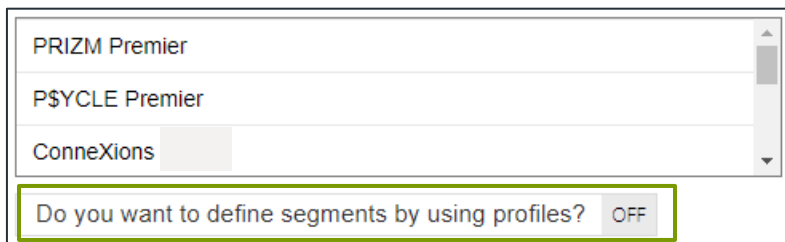
Using Previously Defined Targets

OVERVIEW

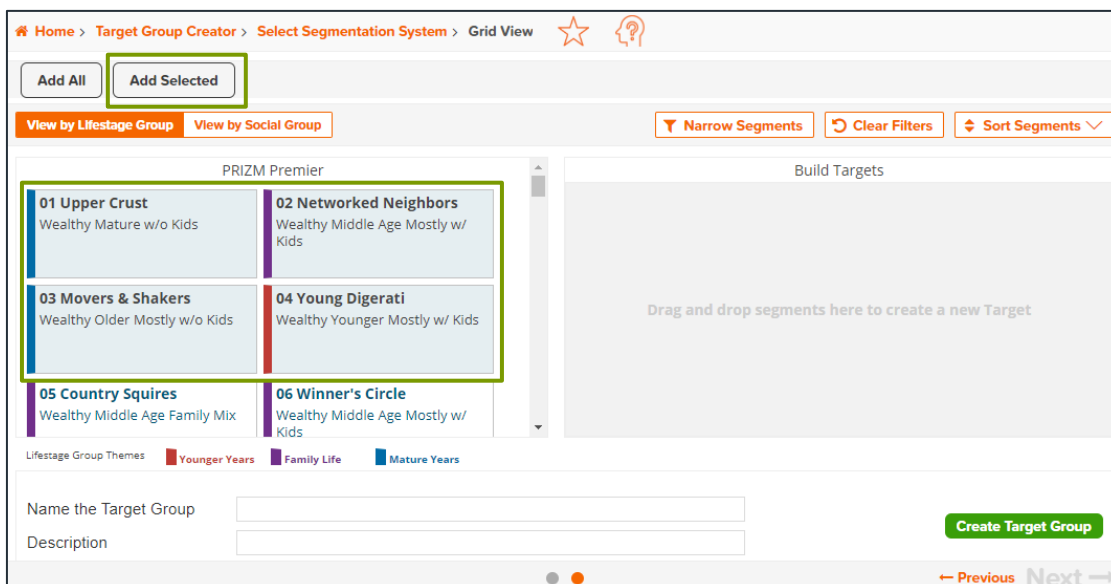
This document will take you through the process of creating target groups – when the segments that make up each target have already been defined.

CREATE TARGETS

1. From the Claritas 360 homepage, click Consumer Targeting, and select Target Builder.
2. Select your segmentation system. Leave ‘Do you want to define segments using profiles’ as OFF. Click Next.



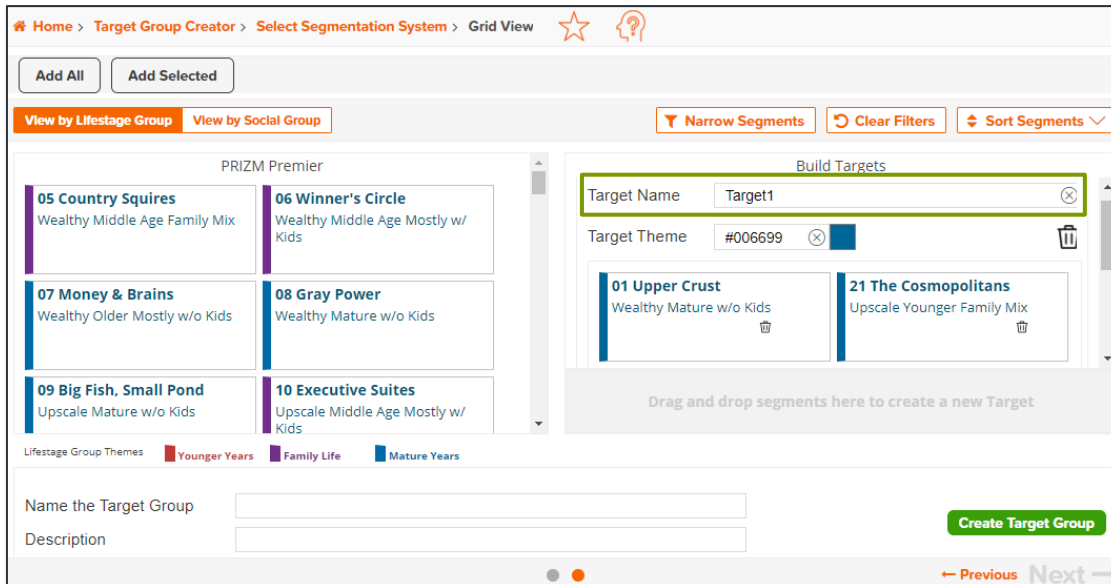
3. While holding down the Ctrl key, select all segments that belong in the first target. Once all needed segments are selected, click Add Selected.



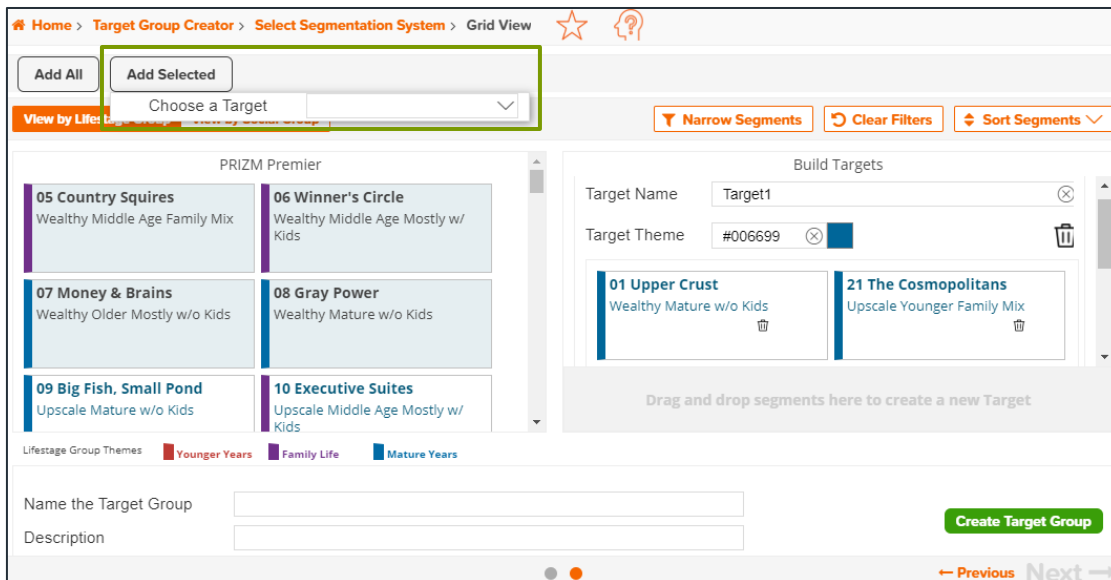
1 Go to the [Knowledge Center](#) to view additional walkthroughs.
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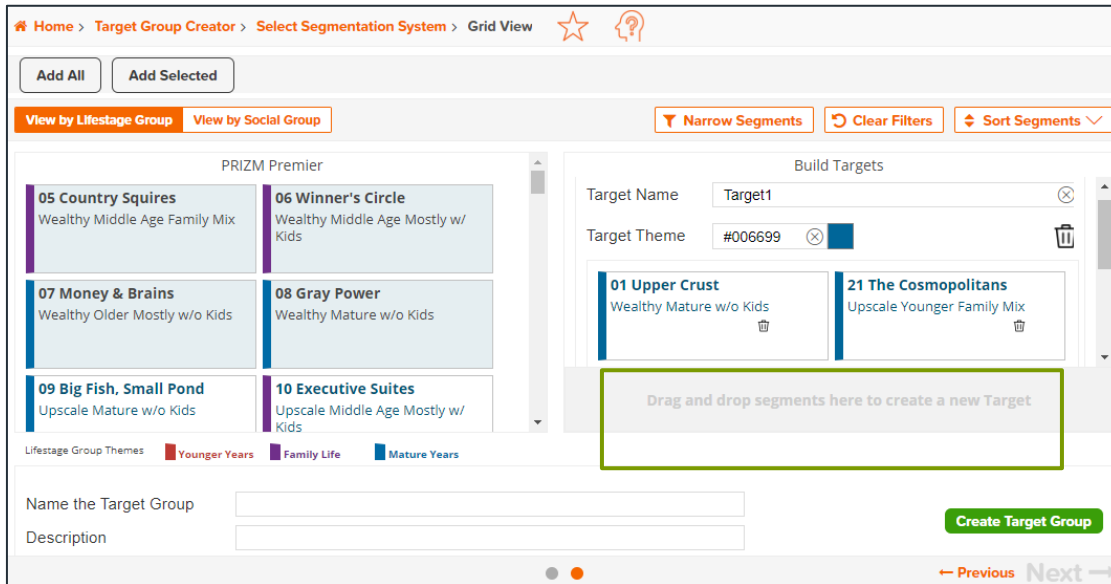
4. Rename your target.



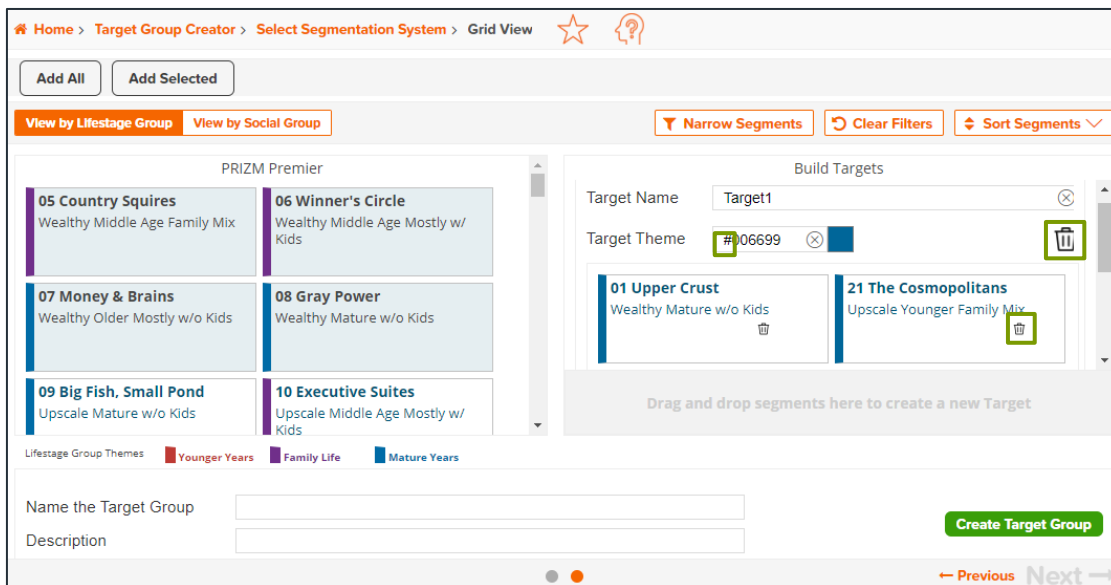
5. Select additional segments, click Add Selected, and add the segments to either an existing or new target.



6. Alternatively, you can click and drag segments to either an existing or new target.



7. To remove a segment from an existing target or delete an entire target, click the appropriate delete icon.



NAME TARGET GROUP

1. Once all targets have been created, name the Target Group.

2. Click Create Target Group.

The screenshot displays the 'Target Group Creator' interface. At the top, there is a breadcrumb trail: Home > Target Group Creator > Select Segmentation System > Grid View. Below this are navigation buttons: 'Add All', 'Add Selected', 'View by Lifestyle Group', 'View by Social Group', 'Narrow Segments', 'Clear Filters', and 'Sort Segments'. The main area is divided into two panels. The left panel, titled 'PRIZM Premier', shows a grid of six lifestyle segments: '05 Country Squires' (Wealthy Middle Age Family Mix), '06 Winner's Circle' (Wealthy Middle Age Mostly w/ Kids), '07 Money & Brains' (Wealthy Older Mostly w/o Kids), '08 Gray Power' (Wealthy Mature w/o Kids), '09 Big Fish, Small Pond' (Upscale Mature w/o Kids), and '10 Executive Suites' (Upscale Middle Age Mostly w/ Kids). The right panel, titled 'Build Targets', shows a 'Target Name' field with 'Target1', a 'Target Theme' field with '#006699', and a list of two segments: '01 Upper Crust' (Wealthy Mature w/o Kids) and '21 The Cosmopolitans' (Upscale Younger Family Mix). Below the list is a prompt: 'Drag and drop segments here to create a new Target'. At the bottom, there is a form with 'Name the Target Group' and 'Description' fields, and a green 'Create Target Group' button. The interface also includes 'Lifestyle Group Themes' (Younger Years, Family Life, Mature Years) and navigation arrows for 'Previous' and 'Next'.