

File Enhancement

OVERVIEW

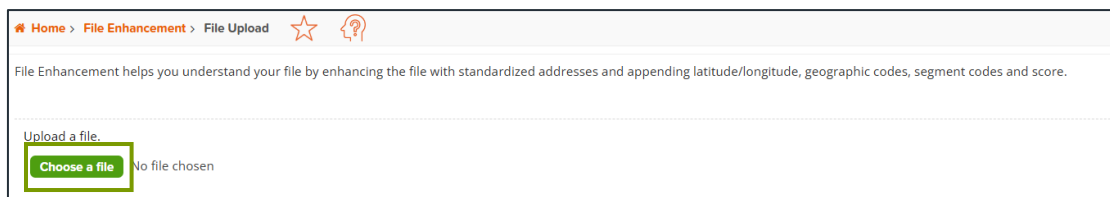
File enhancement is a tool within Claritas 360 that allows you to append geographic data, segmentation data, and/or Claritas Scores to your customer files.

FILE UPLOAD

1. From the home screen, select the File Enhancement tool.



2. Select the Choose a file button to upload the file you wish to enhance.



- Identify the appropriate column headers from the dropdown menu. Then, select how you want to handle addresses that are not exact matches.

Home > File Enhancement > File Upload

File Enhancement helps you understand your file by enhancing the file with standardized addresses and appending latitude/longitude, geographic codes, segment codes and score.

Upload a file.

Choose a file Arrowhead Customers.csv

Preview doesn't look right?

Address	City	State	ZIP Code	Do Not Import
AddressLine	City	St	ZIP	Class
2508 Main St	Bellevue	NE	68005	full size
422 Waldrup Dr	Bellevue	NE	68005	full size
307 Marian Ave	Bellevue	NE	68005	full size
4008 Somerset Dr	Bellevue	NE	68005	full size

For the records with non-exact matches, provide

☒ Best Estimate ☐ All Possibilities ☐ Reject

Previous Next

GEOGRAPHIC APPEND

- Select which geographies you would like appended to the enhanced file. The default is for all your licensed geographic options to be selected.

Note: The User Selections box shows the selections that have been made, the steps that have been completed, and the steps that are still required.

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Home > File Enhancement > File Upload > Geographic Append

Select the following geographic data to append.

Select All	ON	State Name	ON
State Code	ON	County Name	ON
County Code	ON	Census Block Group	ON
Census Tract	ON	Combined Statistical Area (CSA) Name	ON
Combined Statistical Area (CSA) Code	ON	Core Based Statistical Area (CBSA) Name	ON
Core Based Statistical Area (CBSA) Code	ON	Nielsen Designated Market Area (DMA) Name	ON
Nielsen Designated Market Area (DMA) Code	ON	Place Name	ON
Place Code	ON	Minor Civil Division (MCD) Name	ON
Minor Civil Division (MCD) Code	ON		
Three Digit ZIP (TDZ)	ON		

Latitude and Longitude will be appended by default.

SEGMENTATION APPEND

1. Select your segmentation system. After you have selected a segmentation system, the most common options for level of coding have been preselected for you. To change or to add any additional selections, click the appropriate ON/OFF buttons.

Note: Only the segmentation systems that you license will appear on your screen.

Home > File Enhancement > File Upload > Geographic Append > Segmentation

Select a Claritas segmentation system to append.

PRIZM Premier	OFF
Include	
Lifestage Group	OFF
Social Group	OFF
Level of Coding	
ZIP+6 Code	OFF
ZIP+4 Code	OFF
Block Group Code	OFF
ZIP Code	OFF
Use	
Segment Names	OFF
Best Segment	OFF

P\$YCLE Premier	OFF
Include	
Lifestage Group	OFF
Level of Coding	
ZIP+6 Code	OFF
Use	
Segment Names	OFF
Best Segment	OFF

ConneXions	OFF
Include	
Lifestage Group	OFF
Level of Coding	
ZIP+6 Code	OFF
Use	
Segment Names	OFF
Best Segment	OFF

ConneXions Premier	OFF
Include	
Lifestage Group	OFF
Level of Coding	
ZIP+6 Code	OFF
Use	
Segment Names	OFF
Best Segment	OFF

CLARITAS SCORES

1. Select if there are any scores you would like appended to your file.

Home > File Enhancement > File Upload > Geographic Append > Segmentation > Score

Select Claritas scores to append.

Claritas Income Producing Assets Indicators	OFF	ZIP+6 Code	OFF
Claritas Consumer Score - Technology Adoption	OFF	ZIP+6 Code	OFF
Claritas Consumer Score - Heavy Technology Usage	ON	ZIP+6 Code	ON
Claritas Net Worth Indicators	OFF	ZIP+6 Code	OFF

GENERATE OUTPUT

1. Select your output file format, determine which output options you want ON/OFF, and name your file. Click Submit Job.

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Home > File Enhancement > File Upload > Geographic Append > Segmentation > Score > Output

Select an output file format for the geocoded file.

CSV File ☒ Excel File ☐ Delimited Text File ☐

Do you want separate files for your coded and uncoded records? ☐ OFF

Do you wish to receive an email notification when the job completes? ☐ OFF

Do you want to retain the file for future use? (It will appear in My Content under Custom Data.) ☒ ON

Arrowhead Customers-Copy

Submit Job

2. Click the OK button to open the My Jobs window to monitor progress.

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Home > File Enhancement > File Upload > Geographic Append > Segmentation > Score > Output

Select an output file format for the geocoded file.

CSV File ☒ Excel File ☐ Delimited Text File ☐

Do you want separate files for your coded and uncoded records? ☐ OFF

Do you wish to receive an email notification when the job completes? ☐ OFF

Do you want to retain the file for future use? (It will appear in My Content under Custom Data.) ☒ ON

Submit Job

Job 15183 Submitted

OK

OUTPUT OPTIONS

1. After your file enhancement job has completed, select the job by double clicking on the job number.

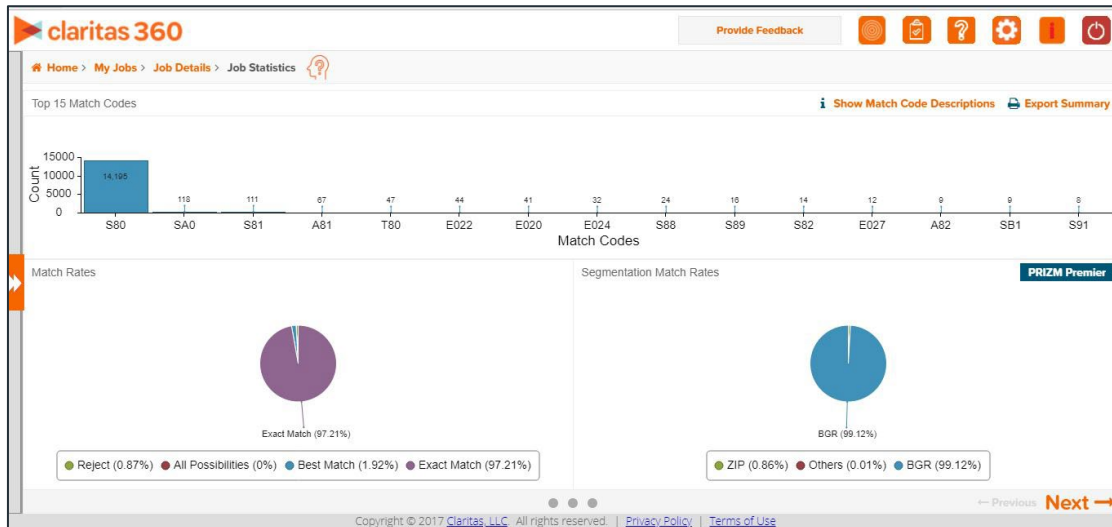
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Home > My Jobs

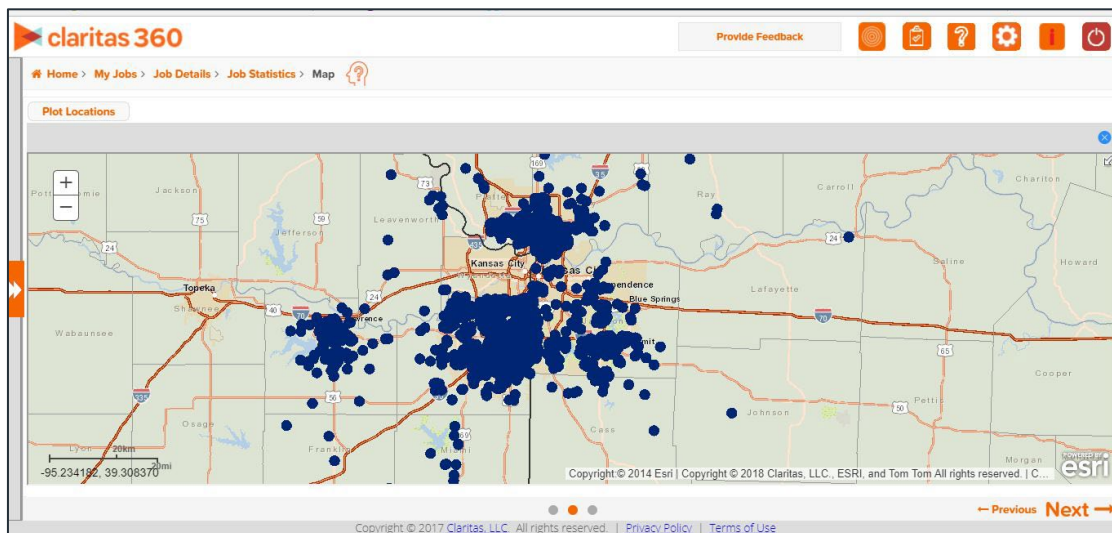
Display jobs in the last: 24 hours Search Refresh

Job ID	Job Type	Job Name	Submitted On	Records	Current Step	Status
15185	File Enhancement	Arrowhead Customers-Copy	April 18, 2018 3:51 PM	14818	SEGMENTATION APPEND	IN PROGRESS

- The first window displays the match rate statistics for your customer file to the Claritas address database.



- The next window displays your addresses plotted on a map.



4. The last screen gives you the option to export your enhanced file and displays the common workflows associated with file enhancement.

