



Target Builder

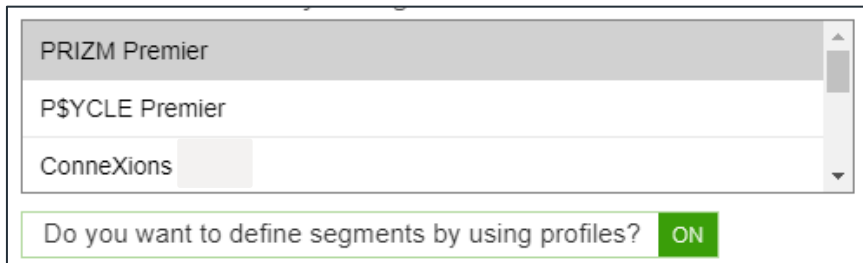
Create Targets Using Charts

OVERVIEW

This document will take you through the process of creating target groups using the SWOT grid or Game Plan chart to define the targets.

TARGET BUILDER CHARTS

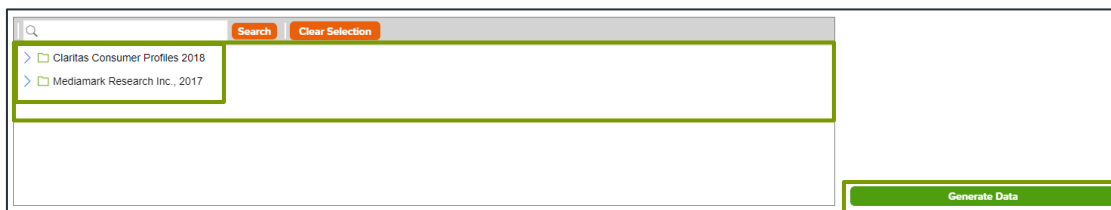
1. From the Claritas 360 homepage, click Consumer Targeting, and select Target Builder.
2. Select your segmentation system. Change 'Do you want to define segments using profiles' to ON.



Select the profile/s you want to include in the chart.

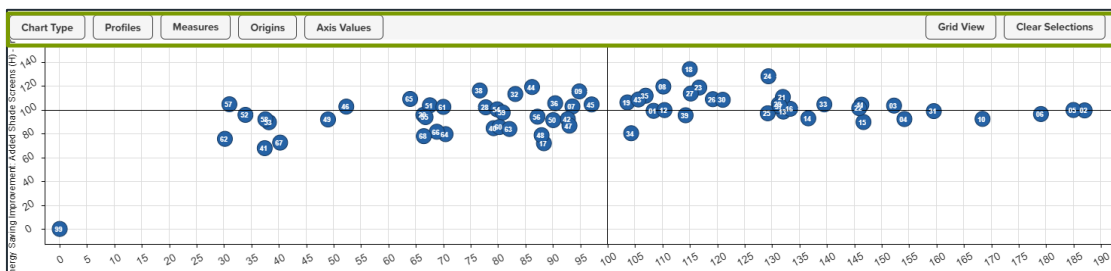
- Selecting one profile creates a Game Plan chart
- Selecting two or more profiles creates a SWOT grid

Click Generate Data.



3. Use the following Options to update the chart view:

- Chart Type: Switch between SWOT and Game Plan
- Profiles: Update profiles on the X or Y Axis
- Measures: Update the measures used for the axis or bubble size
- Axis Values: Update the min/max values for the Axes
- Grid View: Switch to the Grid View of Target Builder
- Clear Selections: Clears all the selected segments



To create targets using chart view:

1. Use your cursor to draw a circle around the segments you'd like to use to create a target. Name your Target, and click Create Target.



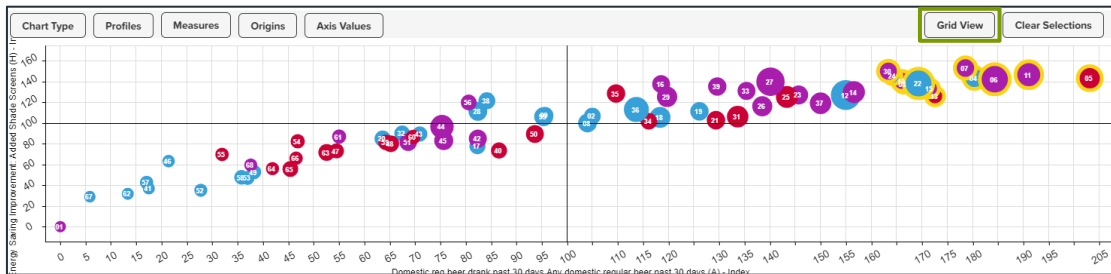
2. Continue this process until all targets have been created.



3. Name the Target Group, and click Create Target Group.

To create targets using grid view:

1. Use your cursor to select the segments you'd like to use to create your targets. Click Grid View. (Click Chart View to return to the chart)



2. Once in grid view, click Narrow Your Segments to add any additional profile or demographic filters.

Add All	Add Selected	Narrow Your Segments	Clear Selections	Sort Your Segments	Chart View
PRIZM Premier					
35 Urban Achievers Midscale Middle Age Mostly w/o Kids	34 Young & Influential Midscale Younger Mostly w/o Kids	31 Connected Bohemians Midscale Younger Mostly w/o Kids	Build Targets		
25 Up-and-Comers Upper Mid(Scale) Younger Family Mix	21 The Cosmopolitans Upscale Younger Family Mix	13 Upward Bound Upscale Younger Family Mix			

3. Select the segments you want included in the first target. Click Add Selected. Continue to create any additional Targets.
4. When complete, name your target group. Click Create Target Group.