



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.

A screenshot of a web interface for selecting a segmentation system. It features a scrollable list with three options: "PRIZM Premier", "P\$YCLE Premier", and "ConneXions Premier". Below the list is a green-bordered box containing the text "Do you want to define segments by using profiles?" followed by a green button labeled "ON".

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

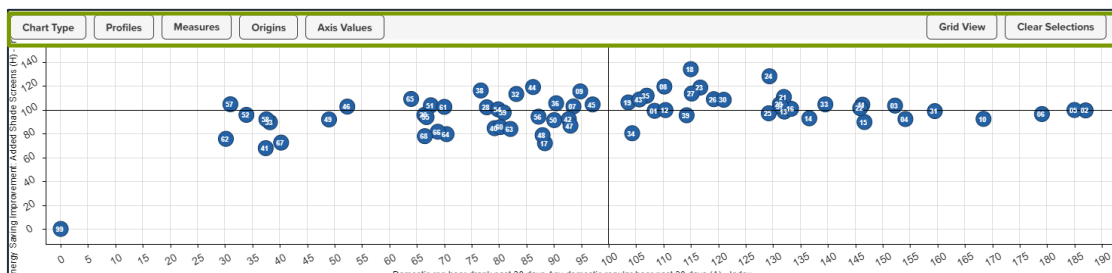
- Selecting one profile creates a Game Plan chart
- Selecting two or more profiles creates a SWOT grid

Click Generate Data.

A screenshot of a web interface for selecting profiles. It includes a search bar with a magnifying glass icon, a "Search" button, and a "Clear Selection" button. Below these is a list of two profiles: "Claritas Consumer Profiles 2018" and "Mediamark Research Inc., 2017", each preceded by a green square icon. At the bottom right of the interface is a green button labeled "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.



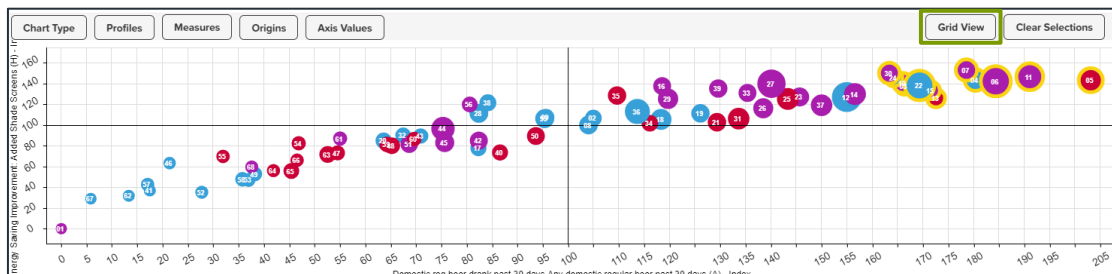
2. Continue this process until all targets have been created.



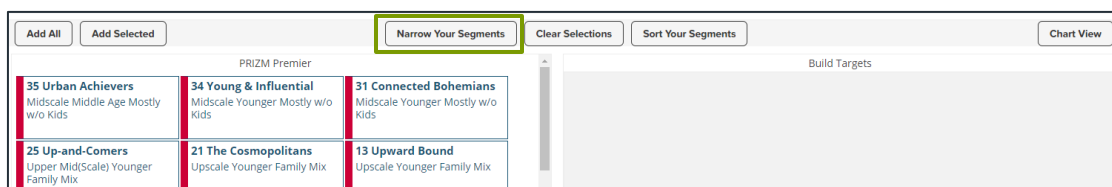
3. Name the Target Group, and click Create Target Group.

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.



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.