

# **Target Builder** Create Targets Using Filters

### **OVERVIEW**

This document will take you through the process of creating target groups using demographic or profile filters to define the targets.

## **APPLY FILTERS**

- 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.

PRIZM Premier		Î
P\$YCLE Premier		
ConneXions Premier		Ŧ
Do you want to define segments by using profiles?	OFF	

3. Click Narrow Your Segments to begin applying filters to the list of available segments in the left pane.

Add All Add Selected		
View by Lifestage Group View by Social Group	<b>T</b> Narrow Segments	⑦ Clear Filters ♦ Sort Segments ∨



#### **To Apply Demographic Filters:**

1. Click the + next to the demographic folder that you want to expand.

View by Lifestage Group View by S	ioclal Group	Filters	8
PRIZ	M Premier	Profile Index	+ ^
01 Upper Crust	02 Networked Neighbors	LifeStage Group	+
Wealthy Mature w/o Kids	Wealthy Middle Age Mostly w/ Kids	Social Group	+
03 Movers & Shakers	04 Young Digerati	Householder Age	+
Wealthy Older Mostly w/o Kids	Wealthy Younger Mostly w/ Kids	Education	+
		Employment	+
<b>05 Country Squires</b> Wealthy Middle Age Family Mix	06 Winner's Circle Wealthy Middle Age Mostly w/ Kids	Household Composition	+
Lifestage Group Themes Younger Years	Family Life Mature Years	Household Income	+
Name the Target Group		Household Tenure	+

2. Click OFF next to the variable conditions you want included in the filter. This will change the filter to ON and the segments on the left will be updated so that only segments that meet the filter will be shown.

Add All Add Selected			0361.3
View by Lifestage Group View by S	iocial Group	Filters	8
PRIZ	M Premier	Household Composition	-
05 Country Squires Wealthy Middle Age Family Mix	11 Fast-Track Families Upscale Middle Age Family Mix	Family Mix ON Mostly w/ Kids OFF	
13 Upward Bound Upscale Younger Family Mix	14 Kids & Cul-de-Sacs Upscale Middle Age Family Mix	Mostly w/o Kids OFF w/o Kids OFF	
		Household Income	+
21 The Cosmopolitans Upscale Younger Family Mix	22 Middleburg Managers Upscale Younger Family Mix	Household Tenure	+
Lifestage Group Themes Younger Years	s Family Life Mature Years	Urbanicity	+
Name the Target Group		Income Producing Assets	+

- 3. Continue to apply any other needed filters.
- 4. Click Close panel after all filters have been applied.

View by Lifestage Group View by S	oclal Group	Filters Employment	
PRIZ	M Premier	Household Composition	-
<b>05 Country Squires</b> Wealthy Middle Age Family Mix	<b>11 Fast-Track Families</b> Upscale Middle Age Family Mix	Family Mix ON	
		Mostly w/ Kids OFF	
13 Upward Bound	14 Kids & Cul-de-Sacs	Mostly w/o Kids OFF	
Upscale Younger Family Mix	Upscale Middle Age Family Mix	w/o Kids OFF	
		Household Income	+
21 The Cosmopolitans Upscale Younger Family Mix	22 Middleburg Managers Upscale Younger Family Mix	Household Tenure	+
Lifestage Group Themes Younger Years	Family Life Mature Years	Urbanicity	+
Name the Target Group		Income Producing Assets	+
D		Create Targ	jet Group



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#### **To Apply Profile Filters:**

1. Click the + next to Profile Index.

View by Lifestage Group         View by Social Group         Filters           PRIZM Premier         Profile Index           01 Upper Crust Wealthy Mature w/o Kids         02 Networked Neighbors Wealthy Middle Age Mostly w/ Kids         LifeStage Group           03 Movers & Shakers         04 Young Digerati         Householder Age	User s	Use			Add All Add Selected
PRIZM Premier  O1 Upper Crust Wealthy Mature w/o Kids Wealthy Middle Age Mostly w/ Kids UlfeStage Group Social Group Householder Age	8	6	Filters	oclal Group	View by Lifestage Group View by Soc
01 Upper Crust Wealthy Mature w/o Kids     02 Networked Neighbors Wealthy Middle Age Mostly w/ Kids     LifeStage Group       Social Group     Householder Age	+ ^	+	Profile Index	M Premier	PRI7M
Kids Social Group Householder Age	+	+	LifeStage Group		-
Householder Age	+	+	Social Group		Wealthy Mature w/o Kids
	+	+	Householder Age	04 Young Digorati	02 Mayors & Chakors
Wealthy Older Mostly w/o Kids Wealthy Younger Mostly w/ Kids Education	+	+	Education		
Employment	+	+	Employment		
05 Country Squires         06 Winner's Circle           Wealthy Middle Age Family Mix         Wealthy Middle Age Mostly w/	+	+	Household Composition	Wealthy Middle Age Mostly w/	Wealthy Middle Age Family Mix
Lifestage Group Themes Vounger Years Family Life Mature Years Household Income	+	+	Household Income		
Name the Target Group	+	+			Name the Target Group

2. Search for the profile you want to use to filter the segments. Click the profile name to select it (the icon will turn green when selected).

Click Generate Profile Data.

View by Lifestage Group View by Social Group		Filters	•
PRIZM Premier		Profile Index	-
05 Country Squires Wealthy Middle Age Family Mix	<b>11 Fast-Track Families</b> Upscale Middle Age Family Mix	Q     Search     Clear Selection       Claritas Profiles	·
13 Upward Bound Upscale Younger Family Mix	14 Kids & Cul-de-Sacs Upscale Middle Age Family Mix	<ul> <li>Alcohol (Nielsen Scarborough), 2019</li> <li>Apparel and Jewelry (MRI), 2019</li> </ul>	
21 The Cosmopolitans Upscale Younger Family Mix	22 Middleburg Managers Upscale Younger Family Mix	Buy Aerobic/Fitness Shoes- 1yr (A) Buy Athletic Shoes- 1yr (A) Buy Baseball/Softball Shoes- 1yr (A) Buy Baseball/Softball Shoes- 1yr (A)	
estage Group Themes Younger Years	Family Life Mature Years	Generate Profile Data	

3. The profile index is added to each of the segments on the left. To filter the segments based on this profile data, enter the index range to be included in the filter, and click Apply Filter.

View by Lifestage Group View by S	Social Group	Filters	8
PRIZ	M Premier	✓ ☐ Apparel and Jewelry (MRI), 2019	-
05 Country Squires	11 Fast-Track Families	Buy Aerobic/Fitness Shoes- 1yr (A)	
Wealthy Middle Age Family Mix	Upscale Middle Age Family Mix	Buy Athletic Shoes- 1yr (A)	
		🕒 Buy Baseball/Softball Shoes- 1yr (A)	-
13 Upward Bound Upscale Younger Family Mix	14 Kids & Cul-de-Sacs Upscale Middle Age Family Mix	Generate Profile Data Filter the Segments using the Index Range of the Profile	
21 The Cosmopolitans Upscale Younger Family Mix	22 Middleburg Managers Upscale Younger Family Mix		Apply Filter
ifestage Group Themes Younger Year	s Family Life Mature Years	LifeStage Group	+
Younger Year	s Adure Years	Social Group	+
Name the Target Group		Create Tarnet G	



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View by Lifestage Group View by S	ocial Group	Filters	8
PRIZ	M Premier	✓ ☐ Apparel and Jewelry (MRI), 2019	<b>^</b>
05 Country Squires	11 Fast-Track Families	Buy Aerobic/Fitness Shoes- 1yr (A)	
Wealthy Middle Age Family Mix	Upscale Middle Age Family Mix	Buy Athletic Shoes- 1yr (A)	
		Buy Baseball/Softball Shoes- 1yr (A)	•
13 Upward Bound Upscale Younger Family Mix	14 Kids & Cul-de-Sacs Upscale Middle Age Family Mix	Generate Profile Data	
		Filter the Segments using the Index Range of the Profile	
21 The Cosmopolitans Upscale Younger Family Mix	22 Middleburg Managers Upscale Younger Family Mix	Index Range 115 S to 130 S Apply Filter	
Lifestage Group Themes Younger Years		LifeStage Group	+
Tourger rears	Mature rears	Social Group	+
Name the Target Group			<b>.</b>

# **CREATE TARGETS**

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

Add All Add Selected View by Lifestage Group View by Social Group		▼ Narrow Segments         ⑦ Clear Filters         \$ Sort Segments ∨
PRIZM Premier	A	Build Targets
05 Country Squires 11 Fast-Track F Wealthy Middle Age Family Mix Upscale Middle A		
13 Upward Bound Upscale Younger Family Mix 14 Kids & Cul-d Upscale Middle A		Drag and drop segments here to create a new Target
21 The Cosmopolitans         22 Middleburg           Upscale Younger Family Mix         Upscale Younger		
Lifestage Group Themes Younger Years Family Life	Mature Years	

2. Rename your target.

PRIZM	/ Premier	Build Targets
21 The Cosmopolitans	22 Middleburg Managers	Target Name Target1
Upscale Younger Family Mix	Upscale Younger Family Mix	Target Theme #006699 ⊗
<b>23 Township Travelers</b> Upper Midscale Middle Age Family Mix	<b>25 Up-and-Comers</b> Upper Midscale Younger Family Mix	<b>05 Country Squires</b> Wealthy Middle Age Family Mix ພ
<b>29 White Picket Fences</b> Midscale Middle Age Family Mix	<b>37 Bright Lights, Li'l City</b> Upper Midscale Younger Family Mix	Drag and drop segments here to create a new Target
ifestage Group Themes Younger Years	Family Life Mature Years	
Name the Target Group		
Description		Create Target Group



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希 Home > Tar	rget Group Creato	or > Select Segmentation System > Grid View	$\stackrel{\wedge}{\sim}$	<u>(</u> ?)
Add All	Add Selected			
View by Lifest	Choose a	0		▼ Narrow Segments Clear Filters ♦ Sort Segments ∨

- 4. Alternatively, you can click and drag segments to either an existing or new target.
- 5. To remove a segment from an existing target or delete an entire target, click the appropriate delete icon.

View by Lifestage Group View by Social Group			▼ Narrow Segments Clear Filters Sort Segments ∨	
PRIZM Premier		<u>.</u>	Build Targets	
21 The Cosmopolitans	22 Middleburg Managers		Target Name Target1 🛞	
Upscale Younger Family Mix	Upscale Younger Family Mix		Target Theme #006699 ⊗	
23 Township Travelers Upper Midscale Middle Age Family Mix	25 Up-and-Comers Upper Midscale Younger Family Mix	05 Country Squires       13 Upward Bound         Wealthy Middle Age Family Mix       Upscale Younger Family Mix         Image: Control of the second seco		
29 White Picket Fences Midscale Middle Age Family Mix	<b>37 Bright Lights, Li'l City</b> Upper Midscale Younger Family Mix	•	Drag and drop segments here to create a new Target	

# NAME TARGET GROUP

- 1. Once all targets have been created, name the Target Group.
- 2. Click Create Target Group.

Name the Target Group		Create Target Group
Description		cicule larger croup
	• •	← Previous Next →

