



# Target Segment Measures

## Interpretation & Calculations

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### OVERVIEW

The Target Segment Measures Report shows the propensity of targets and/or segments to engage in various profile behaviors. The results of this analysis help determine which behaviors to emphasize when developing marketing campaigns.

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### BUSINESS ISSUES IT CAN SOLVE FOR:

- Reach more of your targets based on observed media/lifestyle behaviors.
- Identify a way to tailor your message and understand their lifestyle to engage your customer and drive action.
- Understand advertising strategy; media consumption.
- Identify cross-sell opportunities.
- Make your ad spend more efficient.

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### WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- Where your target consumers eat, shop, travel and play.
- What is the most effective media to reach target consumers?
- What are the behavior and usage patterns amongst your target consumers?
- What are effective channels to reach a select audience?

## SAMPLE REPORT OUTPUT

Target Segment Measure							
Profile List Title	Profile List			Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]			
	Total Profile Count	Total Base Count (Unprojected)	Total Profile Users/100 HHs	Count	% Total	Users/100 HHs	Index
Sports Event (Household)	[A] 110,636,089	123,356,629	[B] 89.69	[C] 9,611,661	[D] 8.69%	[E] 86.69	[F] 97
Sports Commentary (Household)	76,292,145	123,356,629	61.85	6,585,503	8.63%	59.36	96
Situation Comedy (Household)	105,498,501	123,356,629	85.52	8,843,700	8.38%	79.61	93
Quiz Give Away (Household)	72,821,762	123,356,629	59.03	5,532,815	7.60%	49.87	84
Popular Music (Household)	47,799,547	123,356,629	38.75	3,819,026	7.99%	34.42	89

- A. Total Profile Count: Total number of households that purchased or used the product or service. Ex) There are an estimated 110,636,089 Households in the U.S. that watch sports events on TV.
- B. Total Profile Users/100 HHs: Proportion of households within each profile behavior compared to the total household Base Count. Ex) Out of every 100 households in the U.S., 89.69 households are estimated to watch sports events on TV.
- C. Count: The total number of estimated households or adults, within the target/segment, that are likely to fit that behavior. Ex) There are an estimated 9,611,661 households in the Midlife Success target that watch sports events on TV in the U.S.
- D. % Total: The percentage of households/adults in the target/segment reported for the profile behavior compared to the total number of all households/adults who engage in the profile behavior. Ex) Of all households in the U.S. that are estimated to watch sports events on TV, 8.69% fall within the Midlife Success target.
- E. Users/100 Households: The proportion of households/adults who have the profile behavior within the selected target/segment compared to the total households for the selected target/segment. Ex) Out of every 100 Midlife Success households in the U.S., there are an estimated 86.64 households who watch sports events on TV.
- F. Index: Index represents the likeliness that a household in the selected target/segment fits the comparison profile (based on an average index of 100). Ex) Households in the Midlife Success target are 3% less likely to watch sports events on TV than other households in the U.S.

## REPORT FORMULAS

This analysis uses the following formulas:

- Users per 100 households

$$\frac{\text{Total Profile Behavior Count}}{\text{Total Profile Base Count}} \times 100 = \text{Users / 100 HHs}$$

- Percent Total

$$\frac{\text{Behavior Target Count}}{\text{Total Profile Behavior Count}} \times 100 = \text{Percent Total}$$

- Index

$$\frac{\% \text{ Penetration of Target}}{\% \text{ Penetration of Total Profile}} \times 100 = \text{Index}$$