

File Enhancement

OVERVIEW

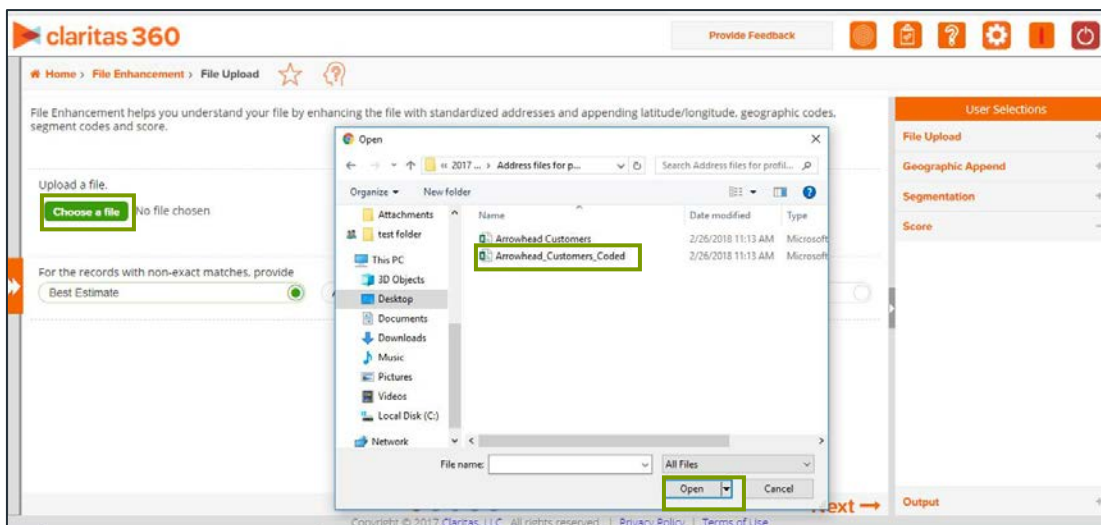
File enhancement is a tool within Claritas 360 that allows you to append geographic data, segmentation data, and/or Claritas Scores to your customer files.

FILE UPLOAD

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

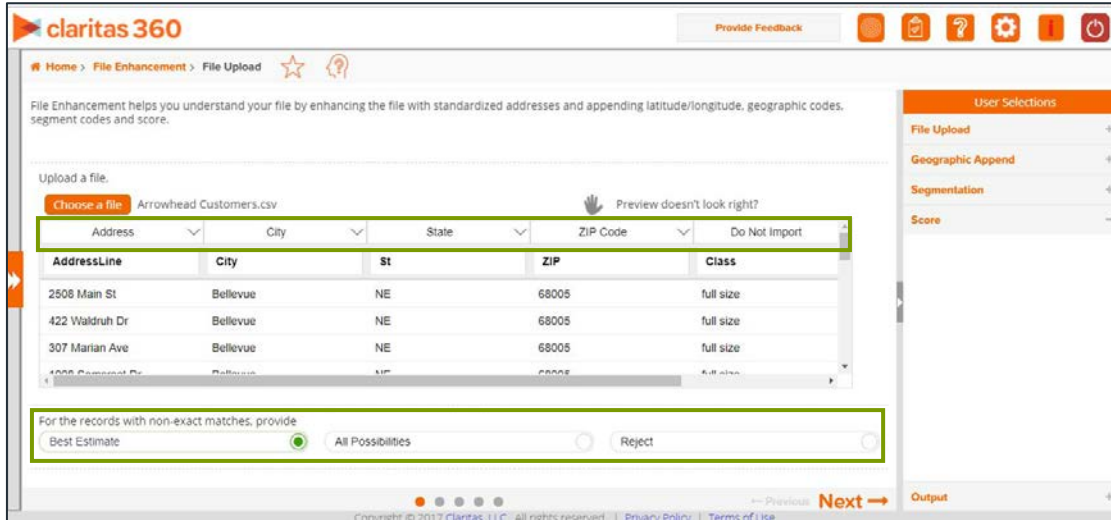


2. Select the Choose a file button to upload the file you wish to enhance.



- 1 Go to the [Knowledge Center](#) to view additional walkthroughs.
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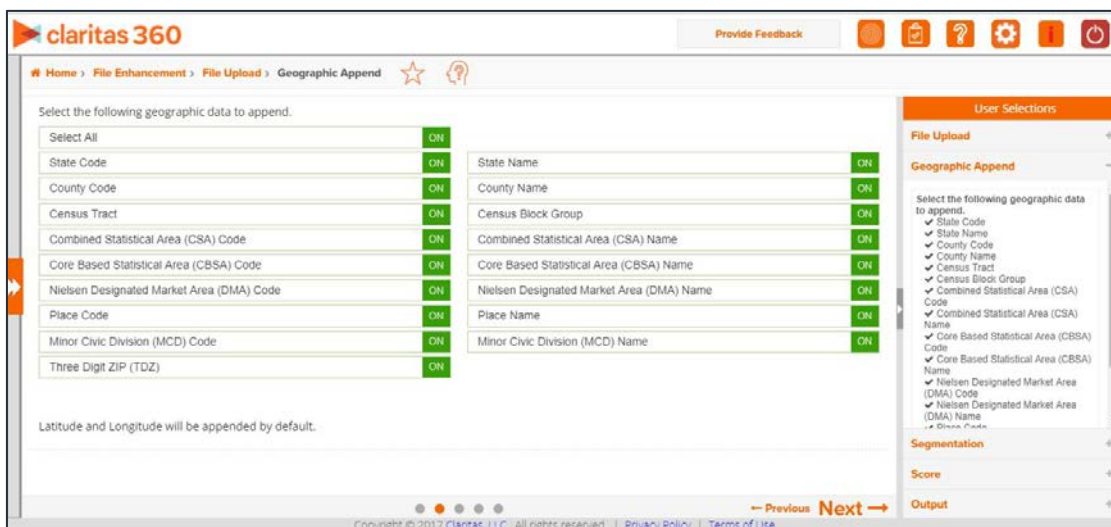
- Identify the appropriate column headers from the dropdown menu. Then, select how you want to handle addresses that are not exact matches.



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.



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

PSYCLE Premier OFF

Include

Lifestage Group OFF

Level of Coding

ZIP+6 Code OFF

Use

Segment Names OFF Best Segment OFF

PSYCLE OFF

Include

Lifestage Group OFF

Level of Coding

ZIP+6 Code OFF

ConneXions OFF

Include

Lifestage Group OFF

Level of Coding

ZIP+6 Code OFF

← Previous Next →

CLARITAS SCORES

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

claritas 360 Provide Feedback

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

Select Claritas Audience Activation models to append.

Find Next Previous Clear Selection

Title

← Previous Next →

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User Selections

- File Upload +
- Geographic Append +
- Segmentation +
- Score -

Select Claritas scores to append.

- ✓ ZIP+6 Code
- ✓ Claritas Consumer Score - Heavy Technology Usage

Output

GENERATE OUTPUT

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

claritas 360

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

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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.

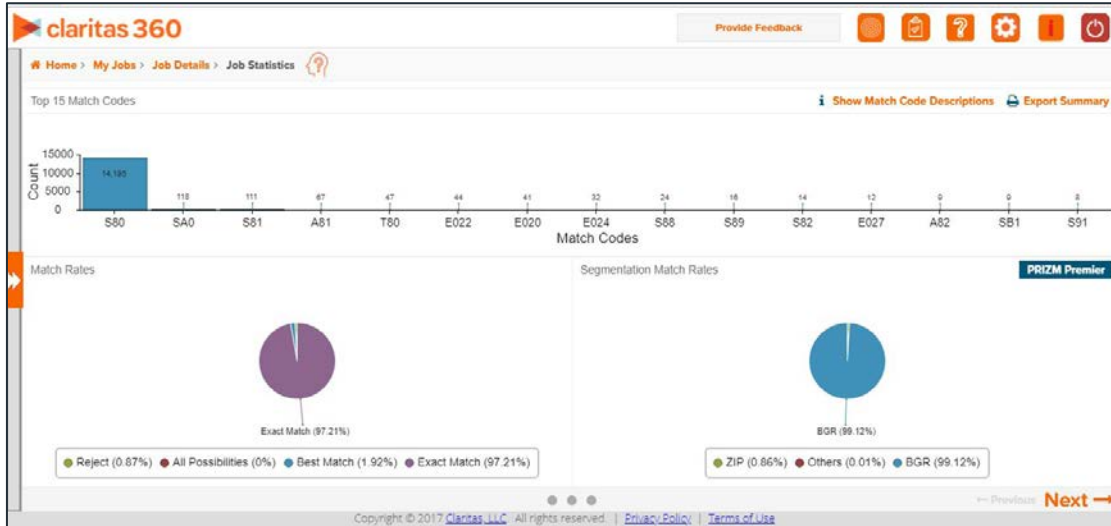
claritas 360

Home > My Jobs

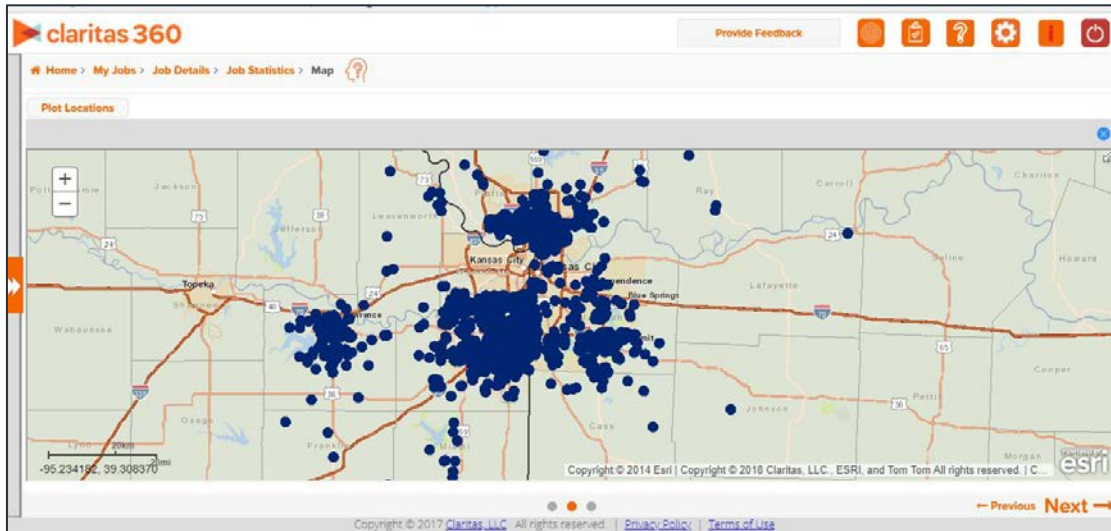
Display jobs in the last: 24 hours Search Refresh

Job ID	Job Type	Job Name	Submitted On	Records	Current Step	Status
15183	File Enhancement	Arrowhead Customers-Copy	April 18, 2018 3:51 PM	14818	SEGMENTATION APPEND	IN PROGRESS

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



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



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

