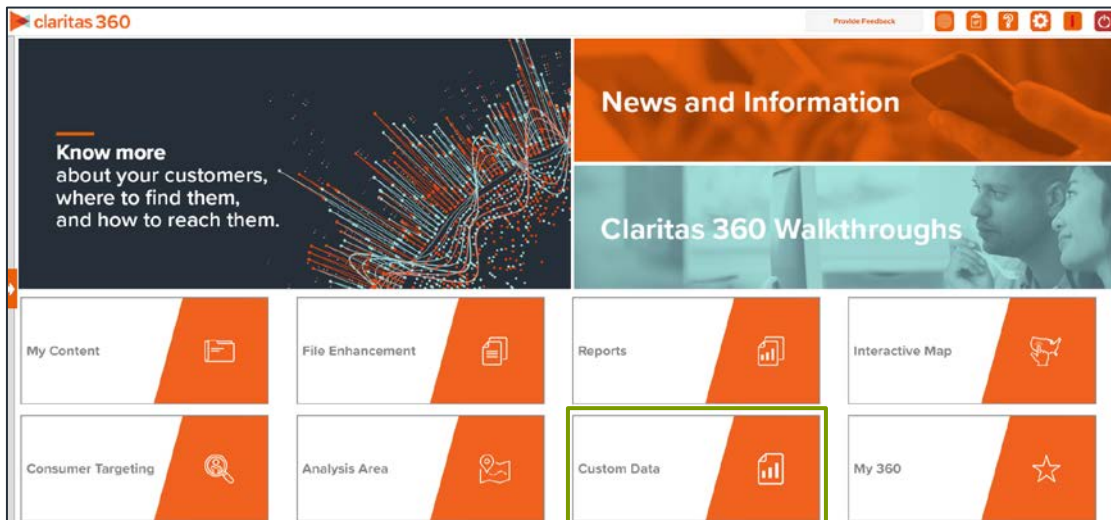# Location Builder

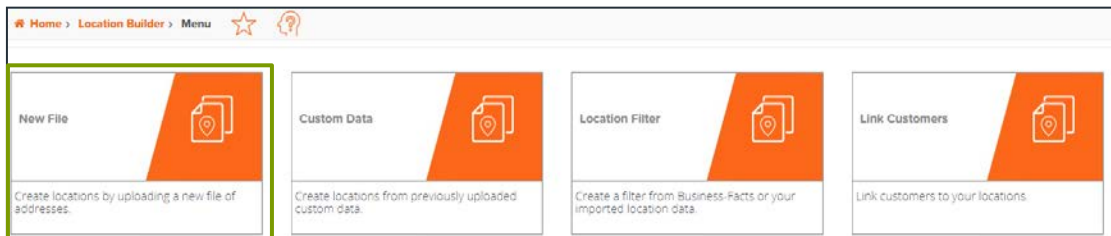## Create Locations Using a New File

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OVERVIEW

This document will take you through the process creating locations using a new address file.

(Optional) You can also append segmentation data and scores, or create areas around these locations.

SELECT LOCATION FILE

1. From the homepage, click on Custom Data.

2. Select Location Builder ➜ New File.

identify
deliver
optimize

3. Click Choose a file to browse out and select your address file.

4. When the preview of the file appears, select the appropriate column header for each column in the file.

   You can also select all columns for import by changing Import all columns to ON.

   Note: If you have columns beyond Address, City, State, and ZIP Code that you'd like to import, you can select Data or Usage/Consumption for those column headings.

5. Select one of the following methods for records with non-exact matches:

NON-EXACT MATCHES METHODS	
METHOD	**DEFINITION**
Non-Exact	The system determines the best match for each address entered and appends the information.
All Possibilities	If an exact match cannot be found, all possible matches are considered.
Reject	Non-exact matches are not appended with geographic and segmentation codes; however, the locations remain in the list but are not used for subsequent reporting and calculations.

6. (Optional) To append segmentation data or scores to your locations or create analysis areas from your locations, change appropriate prompt to ON. Click Next.

   If none of the additional options are needed, click Submit Job.

APPEND CLARITAS SEGMENTATION OR SCORES TO YOUR LOCATIONS (OPTIONAL)

If you selected to append segmentation or scores to your locations, you'll be prompted to select what data you'd like to append.

1. Select the segmentation system and data that you want to append to your uploaded file.

   Note: The Best Segment process enables the system to append segmentation data beginning at the lowest geography level (i.e., Z6), followed by the next available higher levels (e.g., Z4, BG, and then ZIP).

2. Select the Claritas scores that you want to append to your file. By default, the corresponding geographic level available for the selected Claritas score is enabled.

   You can also append a Claritas Audience Activation model to your file (optional).

3. If you selected to create analysis areas around your locations, click Next.

   Otherwise, click Submit Job.

CREATE ANALYSIS AREAS FROM YOUR LOCATIONS (OPTIONAL)

If you selected to create analysis areas around your locations, you'll be prompted to select the analysis area type and corresponding settings.
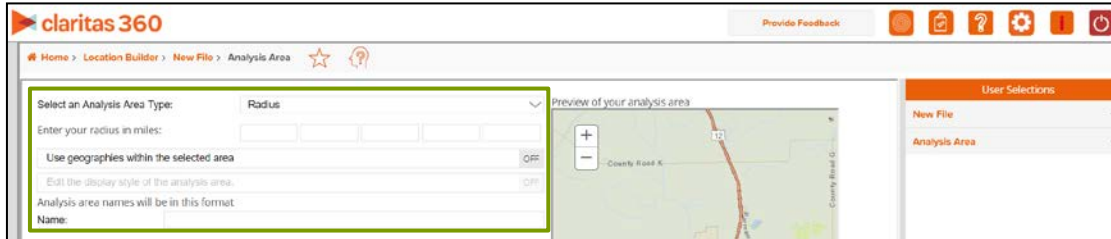
1. Select analysis area type.

ANALYSIS AREA TYPES	
AREA TYPE	**DESCRIPTION**
Radius	Based on a specified distance, in miles, around a particular location.
Concentric	Based on specified radii, in miles, around a particular location that will create doughnut shaped areas.
Drive Time	Based on the number of minutes (drive time) you can drive from a specific location. Note that the drive time area does not account for traffic.
Drive Distance	Based on the number of miles (drive distance) you can drive from a specific location.
Threshold	Based on a specified value (threshold) of a selected variable (for example, a radius area based on the current-year population threshold of 10,000
Thiessen	Based on a specified distance, in miles, around multiple locations that will create non-overlapping radii.

2. Based on the selected area type, further define the area details:

ANALYSIS AREA TYPES, ADDITIONAL DETAILS	
AREA TYPE	**DESCRIPTION**
Radius	Enter the radius (in miles) from your specified location data that you want to use.
Concentric	Type the radius (in miles) of the inner circle that you want to create around your specified location data in the Inner Radius text box, and then type the radius of the outer circle in the Outer Radius text box.
Drive Time	Enter the drive time (in minutes) from your specified location data that you want to use.
Drive Distance	Enter drive distance (in miles) from your specified location data that you want to use.

ANALYSIS AREA TYPES, ADDITIONAL DETAILS	
AREA TYPE	**DESCRIPTION**
Threshold	Specify the variable that will be used for the threshold, the maximum threshold value, the percent tolerance (i.e., the inaccuracy rate used to determine how close the resulting radii are to the specified threshold value), your preferred maximum number of iterations, and the minimum and maximum radius (in miles).
Thiessen	Enter the number of polygons you want to create and the size of each radius (in miles).

3. (Optional) To create your analysis areas based on standard geographies that fall within your selected area, change the Use geographies within the selected area prompt to ON. Additional options will appear.

Use geographies within the selected area	ON
Select a Geography Level:	⌄

Select a method of inclusion?

(●) Centroid Inclusion   (○) Entirely within   (○) Within or touches

a. In the Select a geography level drop-down list, select your desired geography level.

b. Specify the method by which you want to include the geography. The options are:

INCLUSION METHODS	
INCLUSION METHOD	**DESCRIPTION**
Centroid inclusion	Includes geographies with centroids that fall within the perimeter of the area.
Entirely within	Includes geographies that fall completely within the perimeter of the area.
Within or touches	Includes geographies that fall within or touch any part of the perimeter of the area.

c. By default, the interior boundaries will be shown on the map. To hide the boundaries, change the Show interior boundaries prompt to OFF.

4. (Optional) To define how you want the analysis areas to display on the map, change the Edit the display style of the analysis area prompt to ON. Additional options will appear.

| Edit the display style of the analysis area.	ON
Border: [ ] Fill: [ ]	

a. To customize the analysis area border settings, click the button next to Border. When the Border setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of the border; and then click Apply.

   Note: A transparency of 100% means that there will be no color. 0% means full color.

b. To customize the analysis area fill settings, click the button next to Fill. When the Fill setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of your analysis area display; and then click Apply.
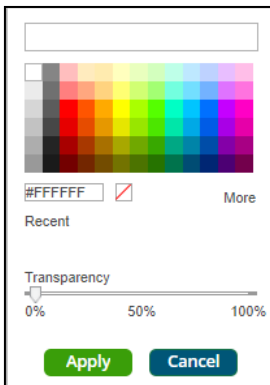
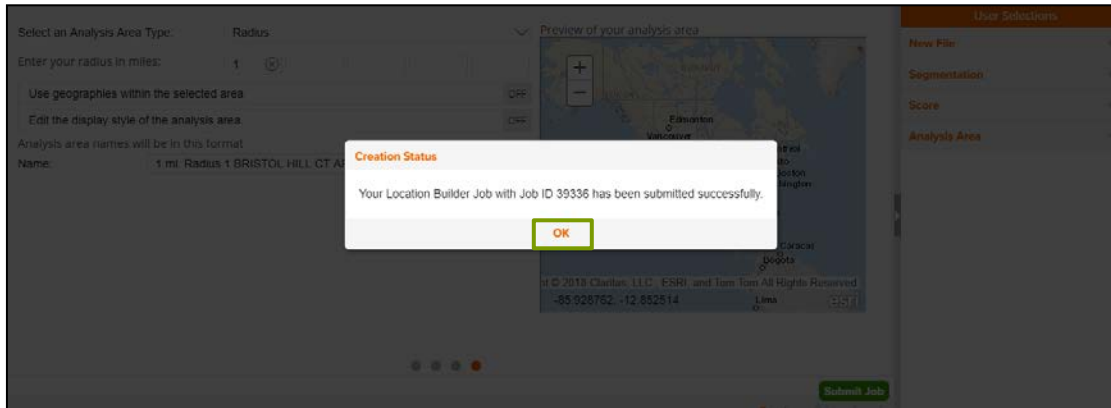5. In the Name text box, the naming convention for your analysis area(s) will be displayed. Click Submit Job.
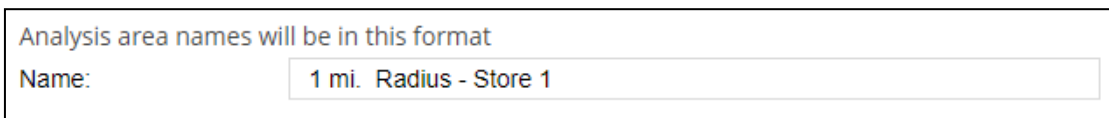
Note: The naming convention for your analysis areas can be changed in your User Preferences.
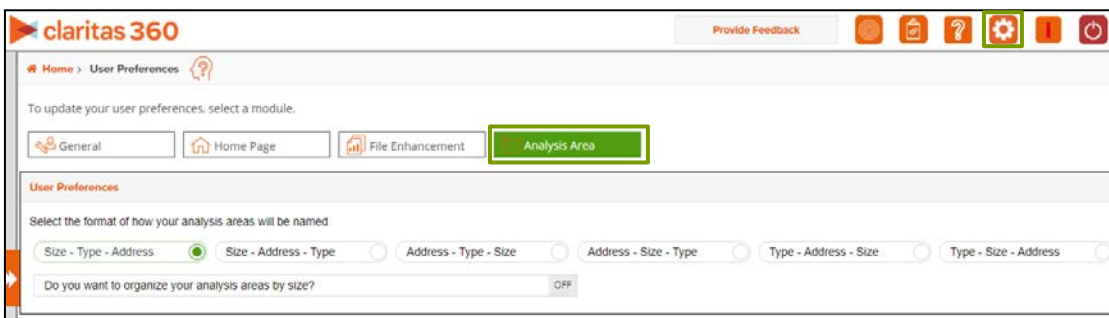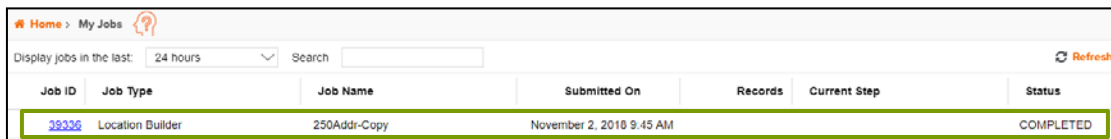
VIEW OUTPUT

1. Once the job has been submitted, click OK.

2. Click the Job ID number in My Jobs to view the location builder statistics and use the locations.

3. When the job is completed, you can do any of the following: