Target Builder
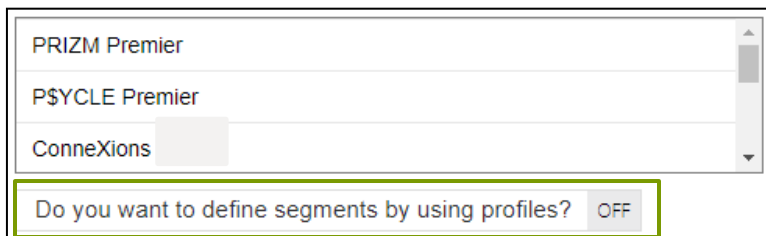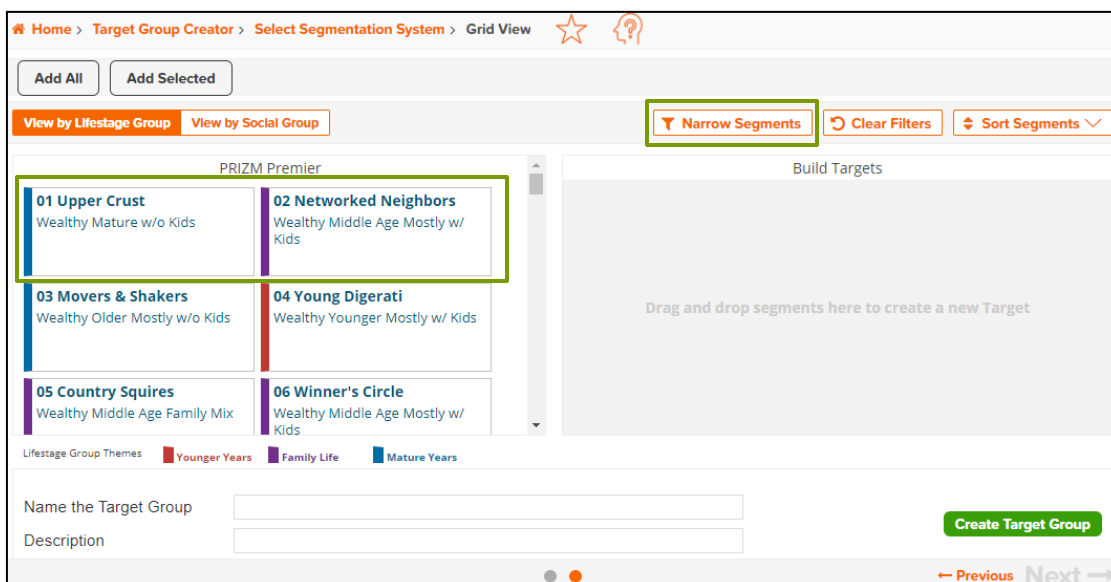
Create Targets Using Filters

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.

3. Click Narrow Your Segments to begin applying filters to the list of available segments in the left pane.
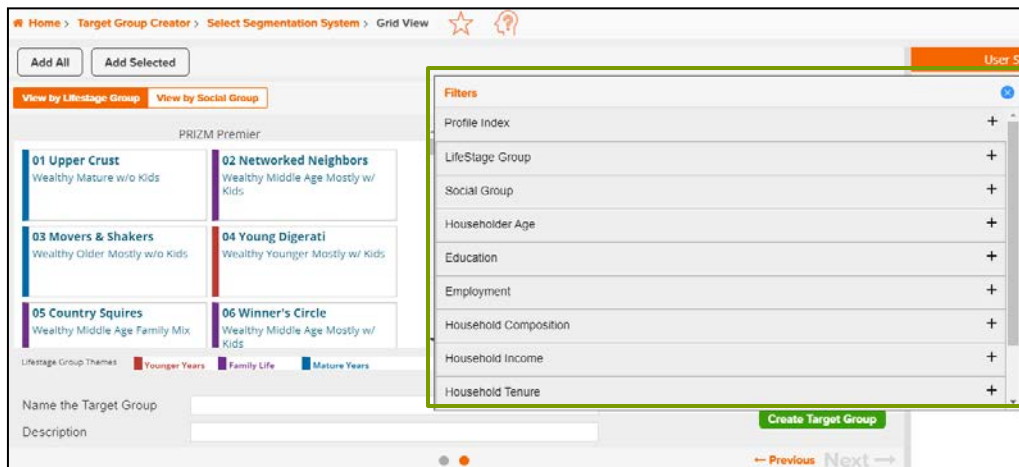
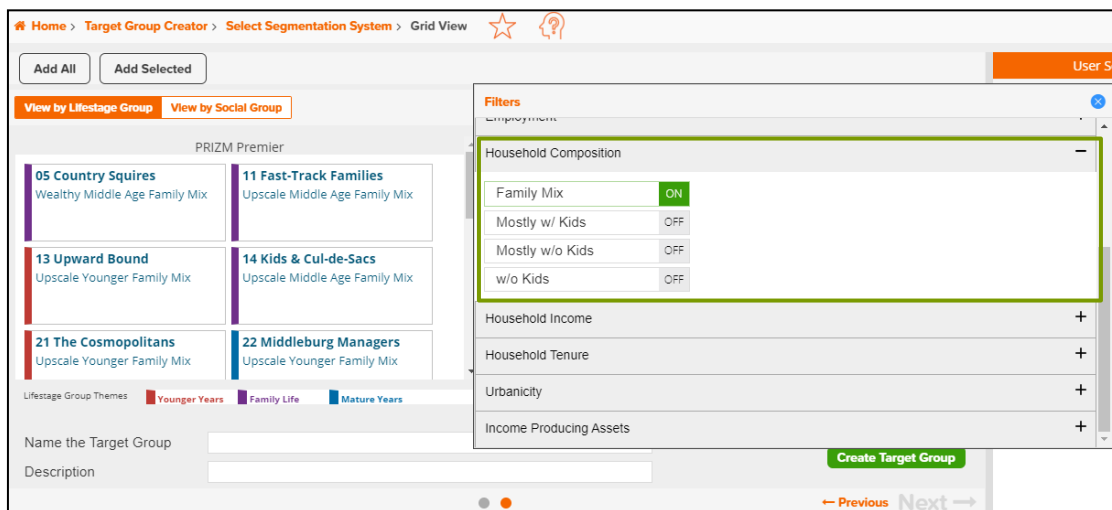Go to the Knowledge Center to view additional walkthroughs.

To Apply Demographic Filters:

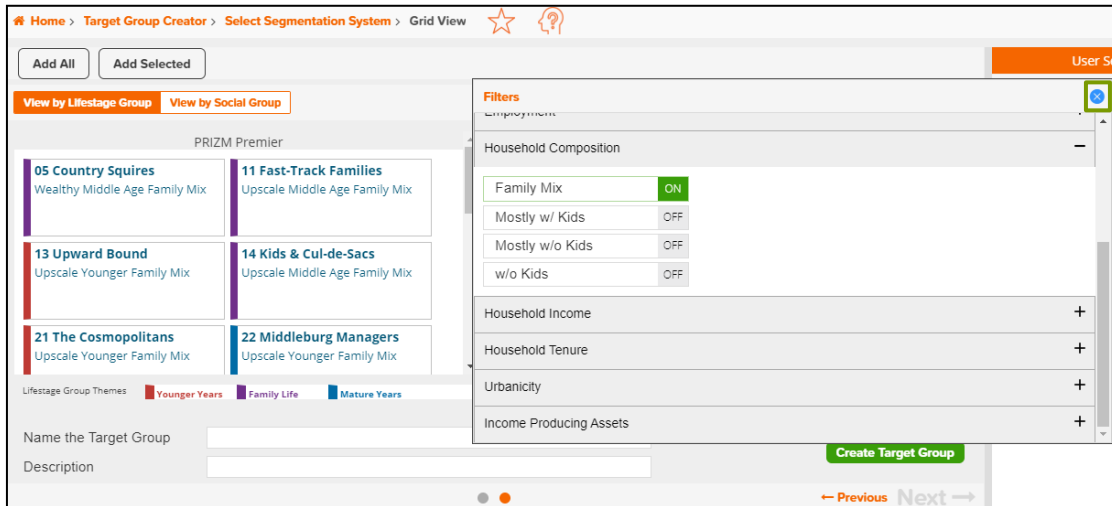1. Click the + next to the demographic folder that you want to expand.

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.
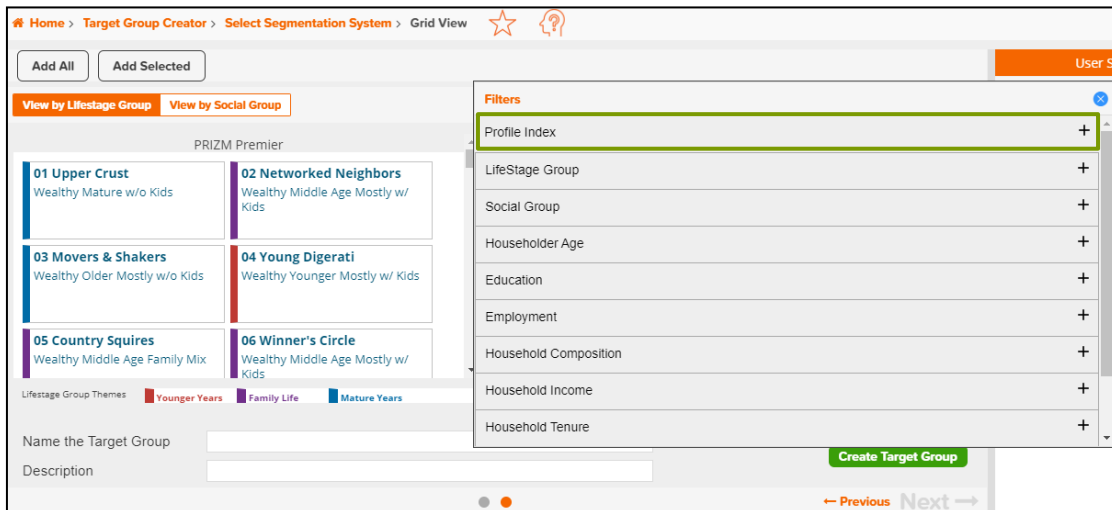

3. Continue to apply any other needed filters.

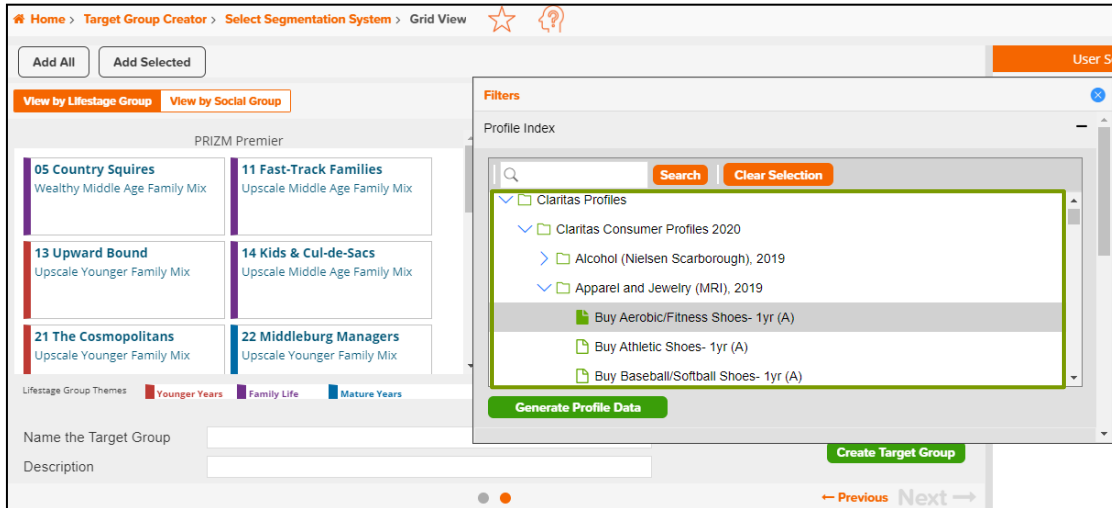4. Click Close panel after all filters have been applied.

To Apply Profile Filters:

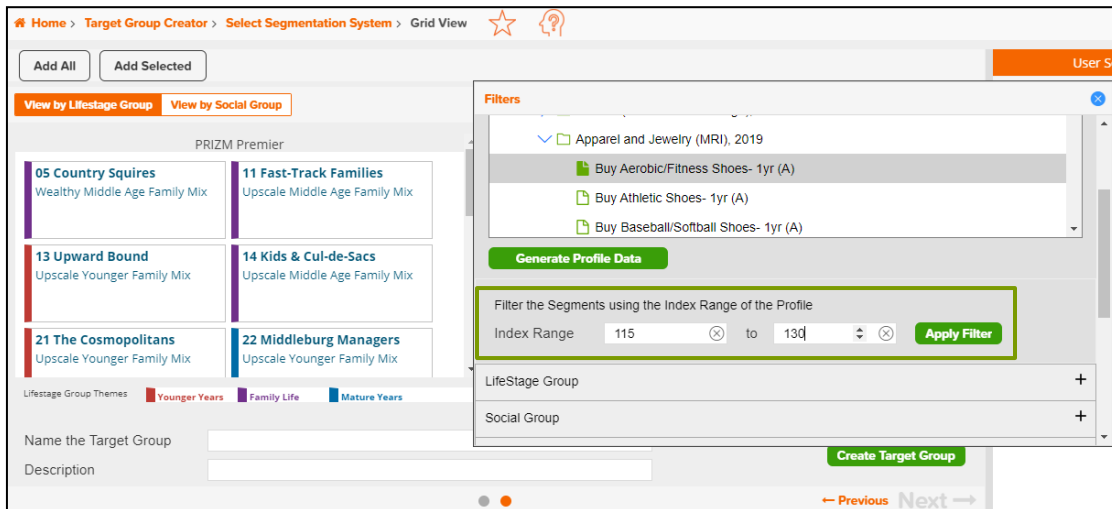1. Click the + next to Profile Index.

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).
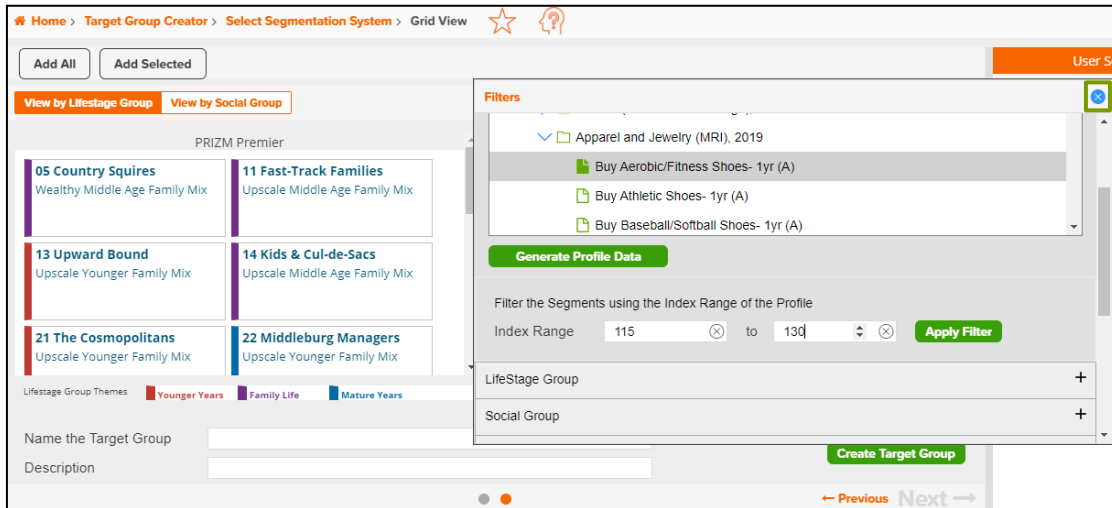
   Click Generate Profile Data.

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.
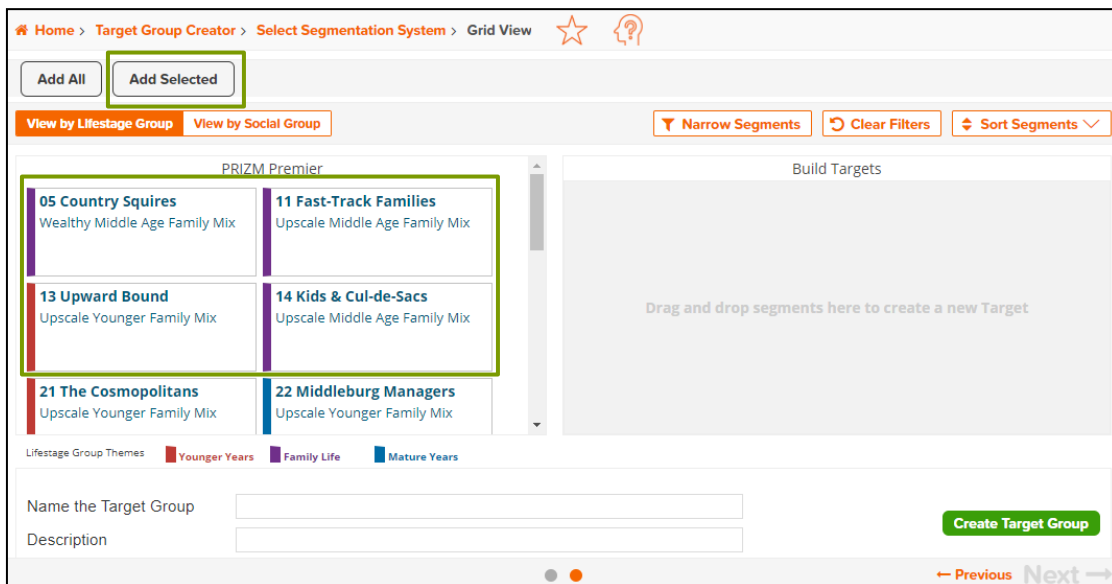
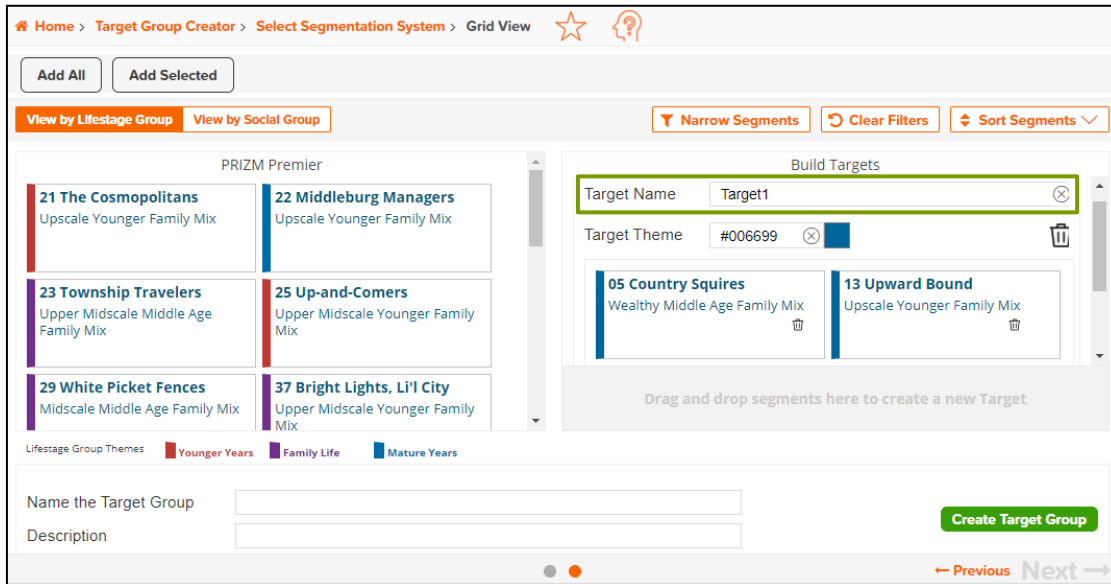4. Click Close panel when satisfied with the filter.
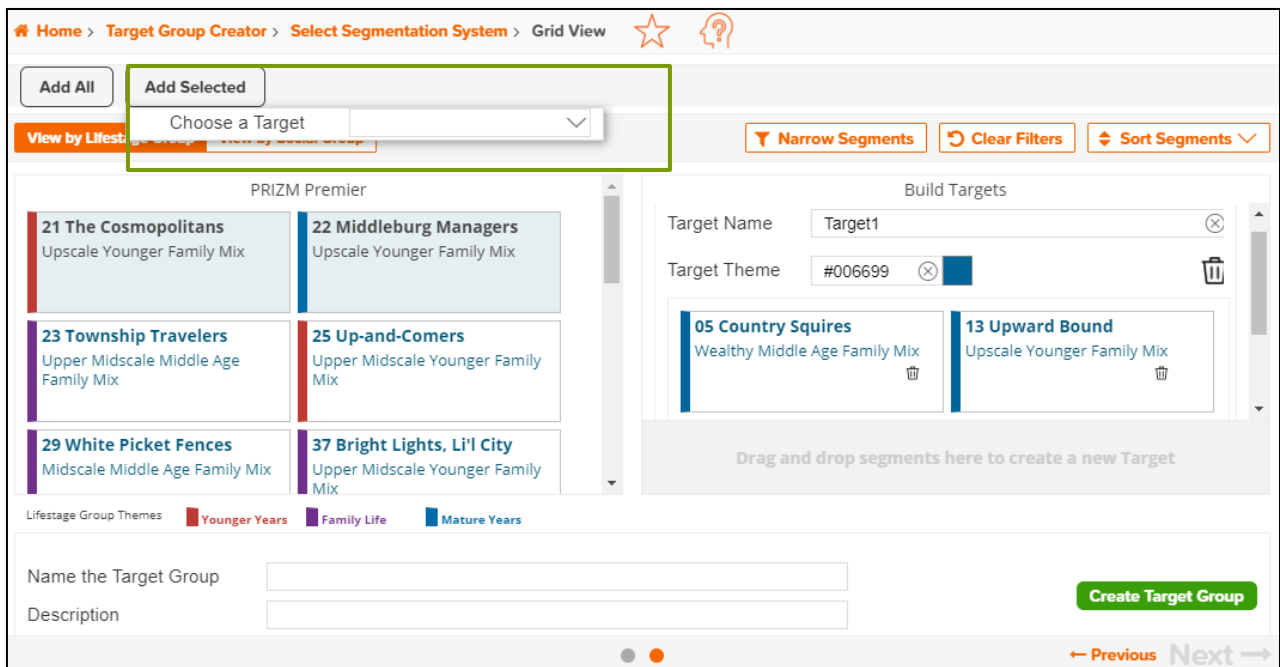

CREATE TARGETS

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.
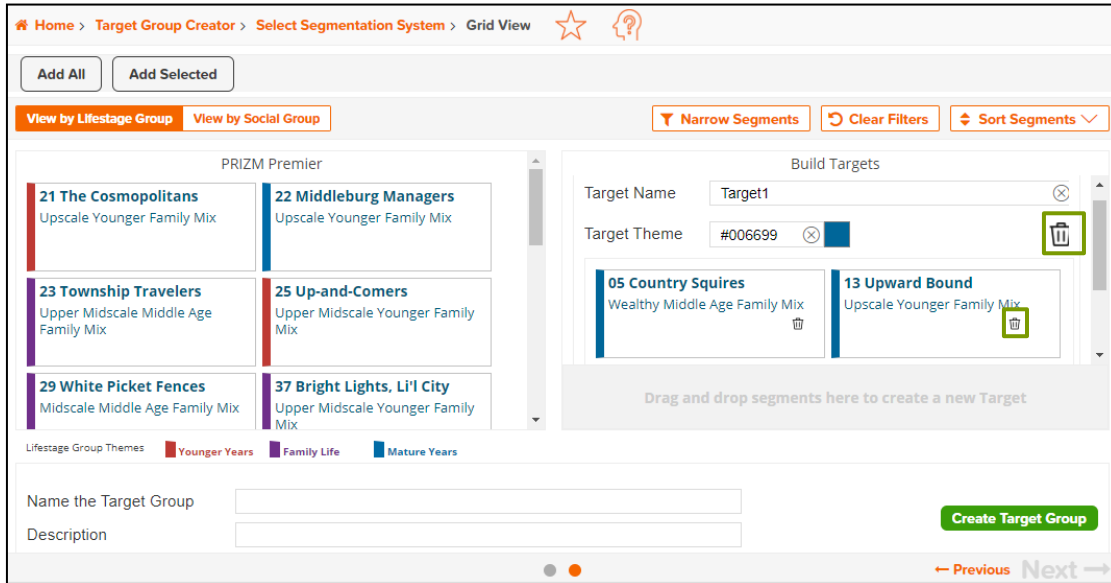
2. Rename your target.

3. Select additional segments, click Add Selected, and add the segments to either an existing or new target.

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.

NAME TARGET GROUP

1. Once all targets have been created, name the Target Group.

2. Click Create Target Group.