



Claritas 360 Target Builder

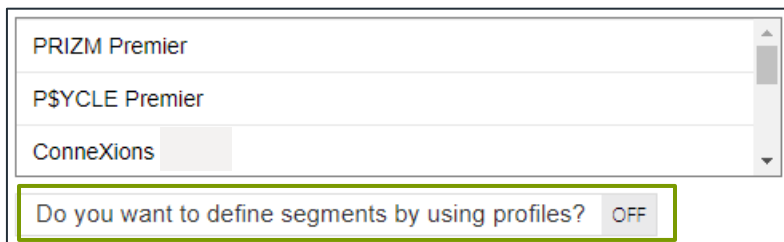
Using Previously Defined Targets

OVERVIEW

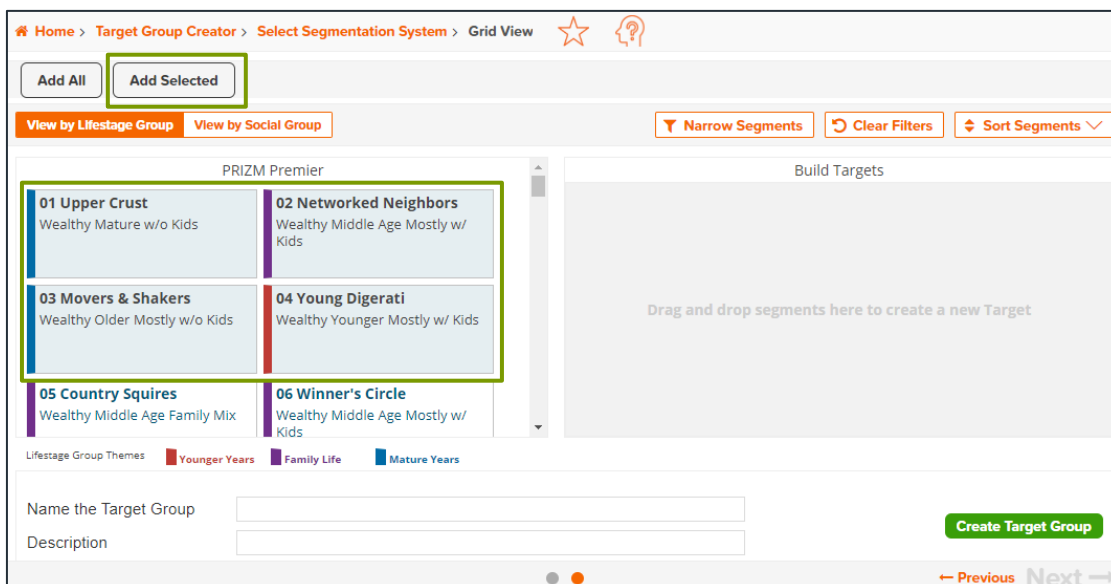
This document will take you through the process of creating target groups – when the segments that make up each target have already been defined.

CREATE TARGETS

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.



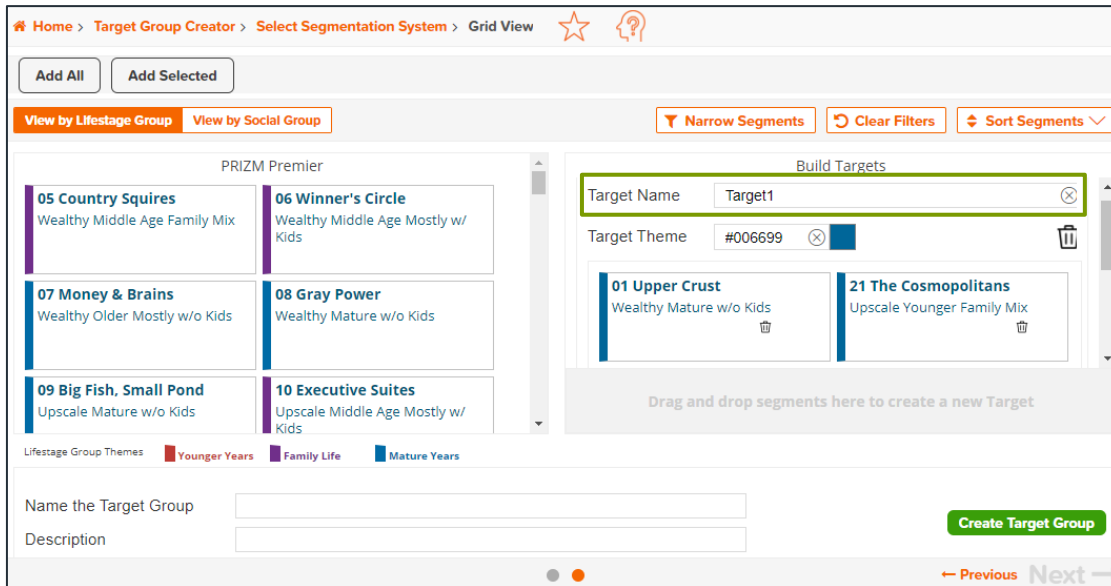
3. While holding down the Ctrl key, select all segments that belong in the first target. Once all needed segments are selected, click Add Selected.



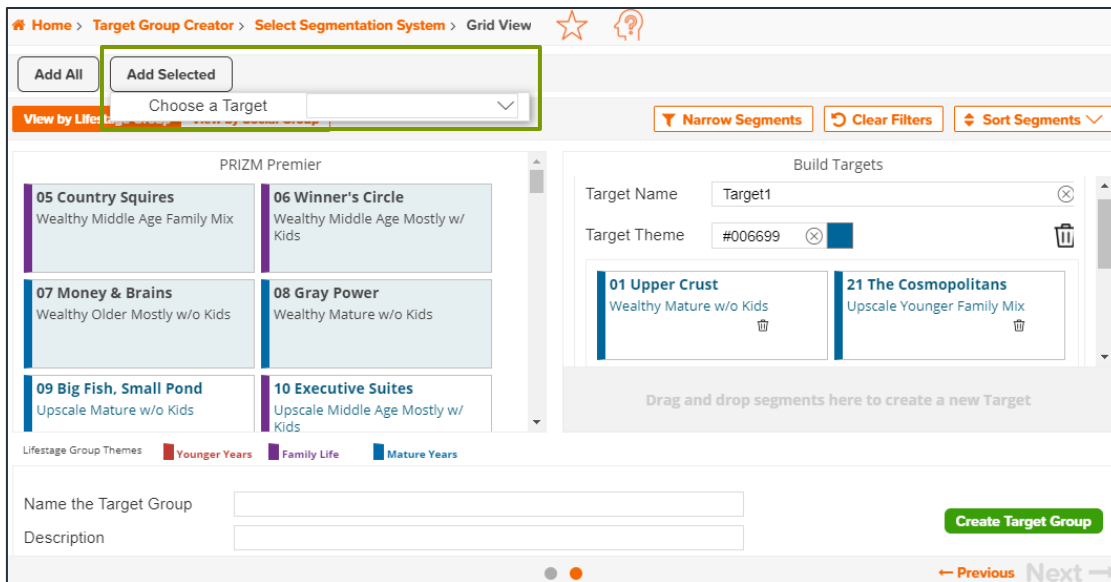
1. Go to the [Knowledge Center](#) to view additional walkthroughs.
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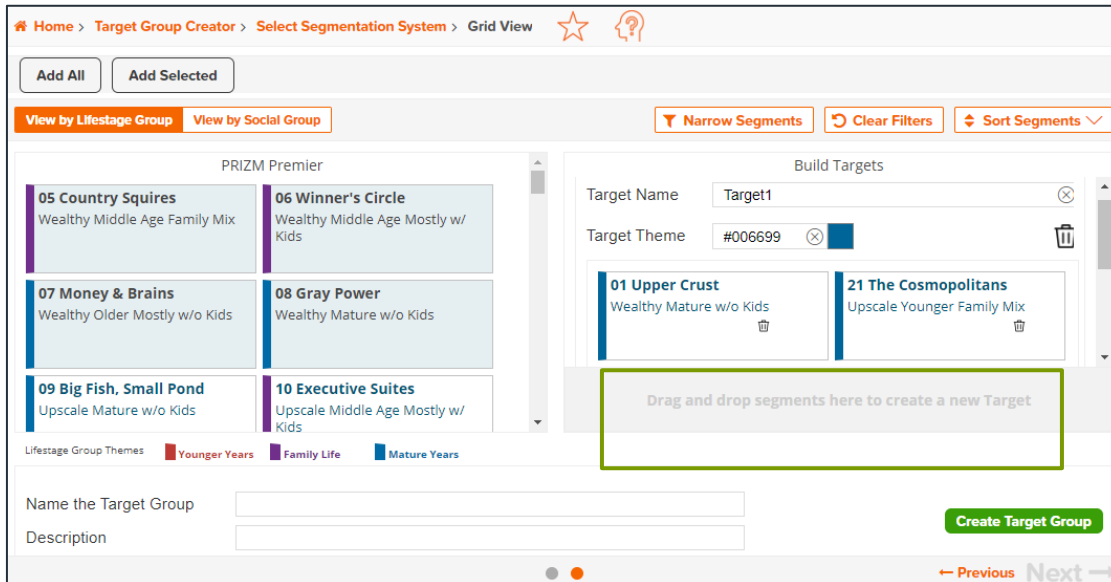
4. Rename your target.



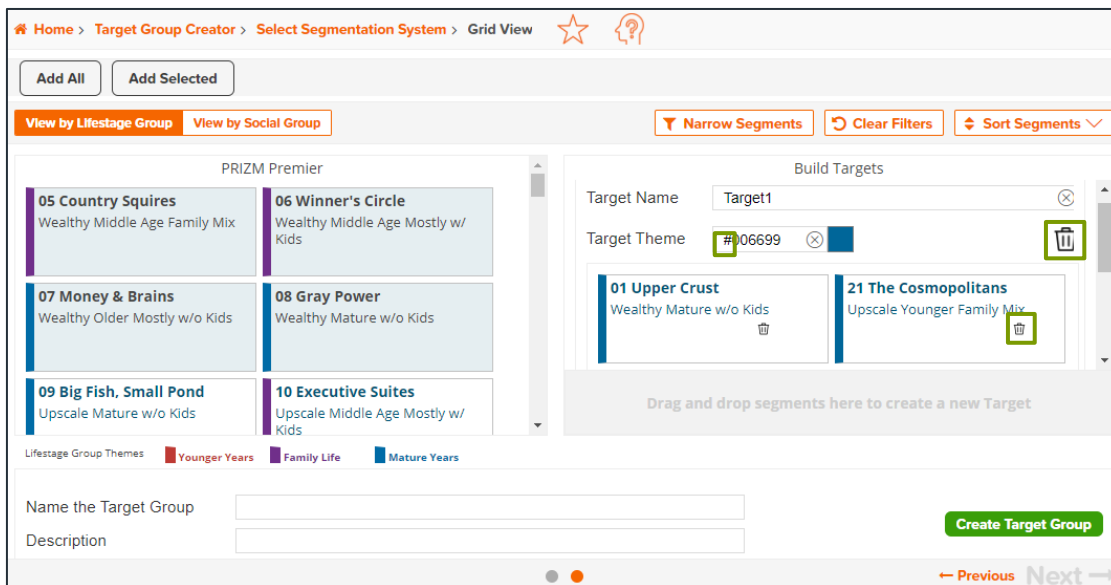
5. Select additional segments, click Add Selected, and add the segments to either an existing or new target.



6. Alternatively, you can click and drag segments to either an existing or new target.



7. 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.

The screenshot displays the 'Target Group Creator' interface. At the top, there is a breadcrumb trail: Home > Target Group Creator > Select Segmentation System > Grid View. Below this are navigation icons for a star and a help icon. The main interface is divided into two main sections: 'PRIZM Premier' on the left and 'Build Targets' on the right. The 'PRIZM Premier' section shows a grid of six lifestyle segments: 05 Country Squires (Wealthy Middle Age Family Mix), 06 Winner's Circle (Wealthy Middle Age Mostly w/ Kids), 07 Money & Brains (Wealthy Older Mostly w/o Kids), 08 Gray Power (Wealthy Mature w/o Kids), 09 Big Fish, Small Pond (Upscale Mature w/o Kids), and 10 Executive Suites (Upscale Middle Age Mostly w/ Kids). The 'Build Targets' section has a 'Target Name' field with 'Target1' and a 'Target Theme' field with '#006699'. Below these fields, there are two draggable segments: '01 Upper Crust (Wealthy Mature w/o Kids)' and '21 The Cosmopolitans (Upscale Younger Family Mix)'. A green box highlights the 'Name the Target Group' input field in the bottom left, and another green box highlights the 'Create Target Group' button in the bottom right. The interface also includes buttons for 'Add All', 'Add Selected', 'View by Lifestyle Group', 'View by Social Group', 'Narrow Segments', 'Clear Filters', and 'Sort Segments'. At the bottom, there are 'Previous' and 'Next' navigation arrows.