

CLARITAS 360 BASIC NAVIGATION

This document will take you through the process of navigating to the various tools within Claritas 360.

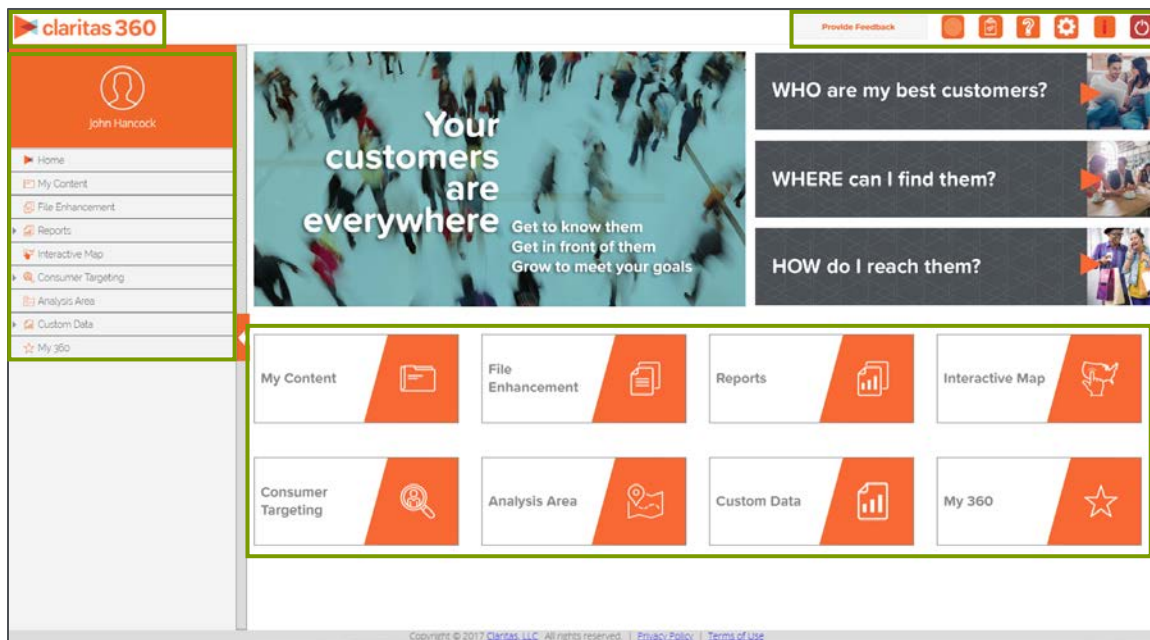
HOME PAGE LAYOUT

1. The homepage contains three main sections:

- Buttons (located along the top of the screen)
- Side menu
- Tiles (located in the center of the screen)

2. Click on a button or tile in the image below to jump to that section.

Or, scroll through the document to review all tools/features available from the Claritas 360 home page.



BUTTONS

These buttons allow you to complete various tasks, including: setup user preferences, view help files, and logout.



Claritas 360

Click this button anywhere in Claritas 360 to bring you back to the home page.



Go to the [Knowledge Center](#) to view additional walkthroughs.
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Provide Feedback

Provide Feedback

Use this button to provide feedback to the Claritas 360 development team.



MyBestSegments

Takes you to MyBestSegments. This website provides detailed information about our segmentation systems.



My Jobs

Allows you to view all jobs you have submitted (reports, analysis areas, etc) in a specific timeframe. Click the row or the Job ID number of the completed job that you want to view.

Job ID	Job Type	Job Name	Submitted On	Records	Current Step	Status
42174	File Enhancement	3k_addris-Copy	April 16, 2018 10:42 AM	3000	GENERATING OUTPUT FILES	COMPLETED



Help

Takes you to the Knowledge Center, where you can find all available online help files, news & information, and a link to MyClaritasTraining.

claritas 360 KNOWLEDGE CENTER

Understand Find Activate Reports Manage MyBestSegments

Search

Welcome to the Claritas 360 Knowledge Center.
Click a tile below to learn more about Claritas 360.

If you need further assistance, please contact the Client Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511 or clientsupport@claritas.com.

Online Help News and Information Training Courses

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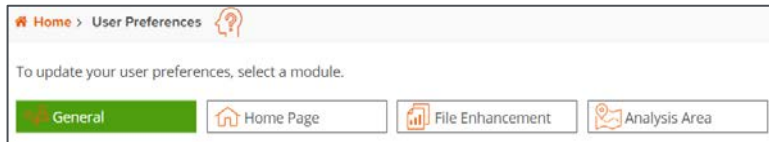
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User Preferences

The User Preferences allows you to customize the following:

- The data vintage
- Your home screen
- File enhancement generation and output settings
- Your analysis area file name format



News and Information

Provides general and release specific information



Logout

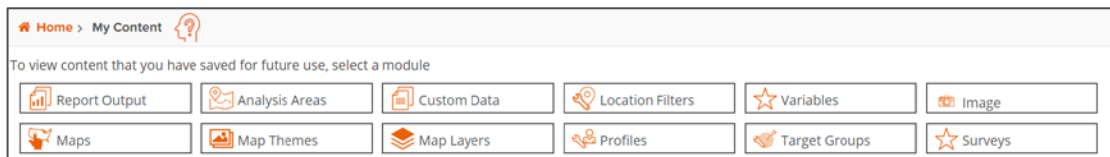
Logs you out of Claritas 360

TILES

These tiles allow you to launch specific tools to complete your analyses and view content you've previously created. asdf

My Content

My Content lets you view and access the assets that you created in Claritas 360.



File Enhancement

The File Enhancement tool helps you better understand your key customers by enhancing your customer files/lists using a variety of attributes.

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Reports

Reports provide information that will help you understand more about your markets, potential customers, and their consumption patterns. You can generate the following report types in Claritas 360:



Segmentation Reports




Below is a listing of where each segmentation report can be located within the Segmentation Reports tile:

Report Tile	Contains the following reports:
	<ul style="list-style-type: none"> - Segment Distribution
	<ul style="list-style-type: none"> - Profile Worksheet - Profile Segment Consumption - Profile Ranking Index
	<ul style="list-style-type: none"> - Target Segment Measure - Market Potential
	<ul style="list-style-type: none"> - Market Consumption - Target Concentration - Dominant Target - Actual Consumption - Actual Vs Potential - Actual Vs Potential Consumption - Potential Vs Potential

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Standard Reports

Below is a listing of where each standard report can be located within the Standard Reports tile:

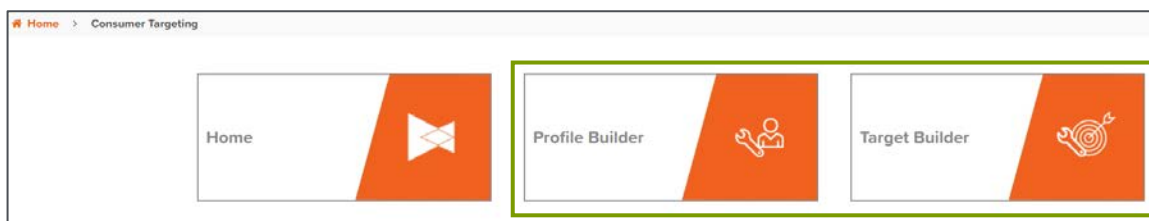
Report Tile	Contains the following reports:
	<ul style="list-style-type: none"> - Pop-Facts Demographics - Pop-Facts Demographics Trend - Pop-Facts Demographics by Age Race Sex - Pop-Facts Household Income by Age of Householder - Pop-Facts Executive Summary - Effective Buying Income - Senior Life - Consumer Concentration
	<ul style="list-style-type: none"> - Consuming Buying Power - Retail Market Power - Financial CLOUT Demand
	<ul style="list-style-type: none"> - Business-Facts Location - Location Detail - Business Facts Summary - New Market - Point to Point

Interactive Map

The Interactive Map allows you to view any section of the map and locate your customers, markets, businesses, and competitors.

Consumer Targeting

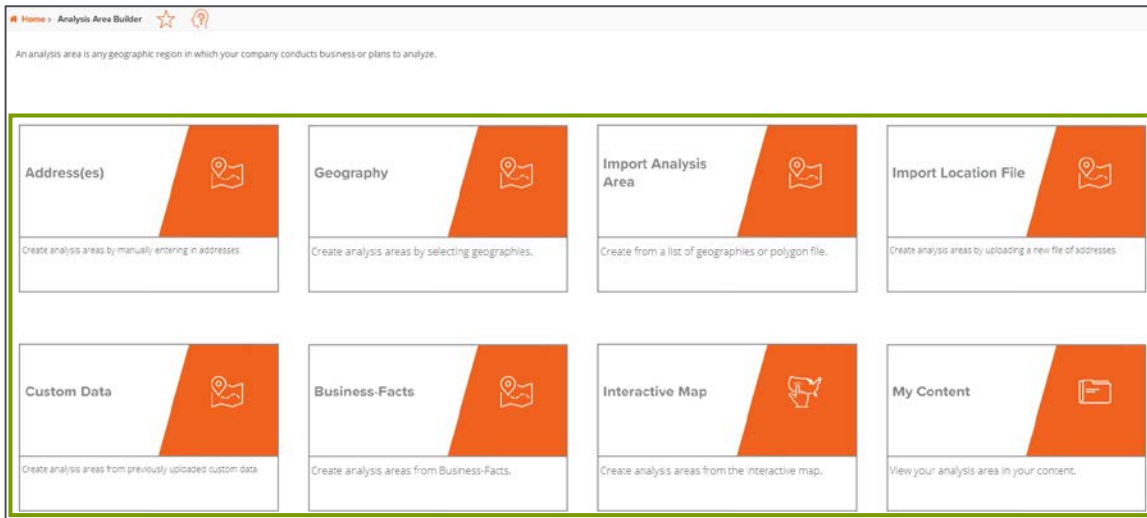
The Consumer Targeting tools allow you to create target groups and custom profiles



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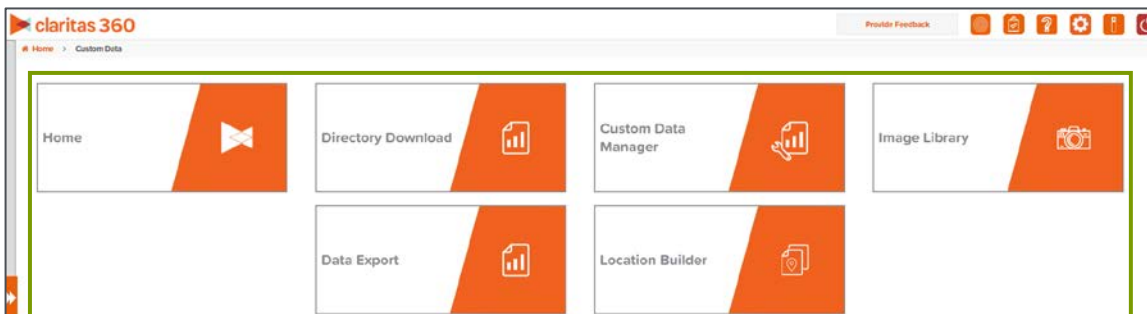
Analysis Area

The following types of analysis areas can be created in Claritas 360:



Custom Data

Custom Data provides tools that allow you to do the following:



My 360

My 360 is a repository for those features or tools that you frequently use in Claritas 360, allowing you to easily access them.

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SIDE MENU

The side menu contains the same options as the tiles on the main screen.



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