



Claritas 360 Basic Navigation

OVERVIEW

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

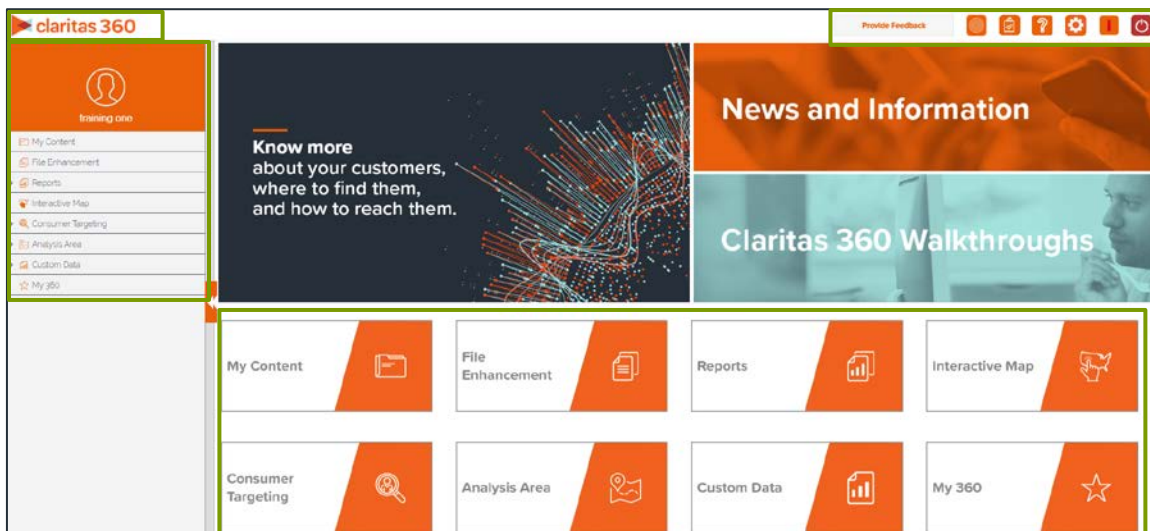
HOME PAGE LAYOUT

The homepage contains three main sections:

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

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.



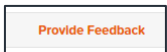
BUTTONS

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.



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.

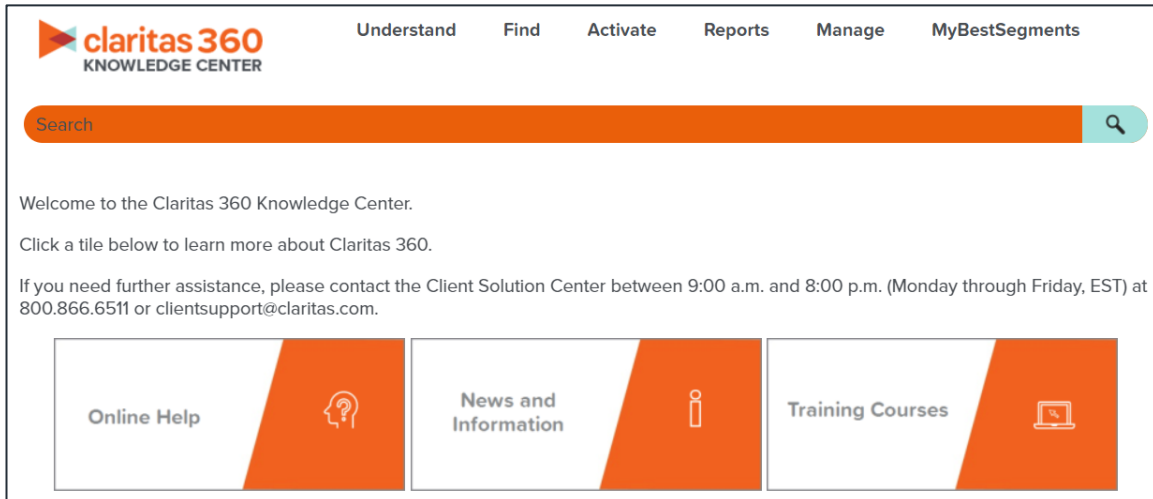
The screenshot shows the 'My Jobs' page in the Claritas 360 interface. At the top, there is a navigation bar with the 'claritas 360' logo and a 'Provide Feedback' button. Below the navigation bar, there are several utility icons: a home icon, a document icon, a question mark icon, a gear icon, an exclamation mark icon, and a power icon. The main content area displays a table of jobs. The table has columns for Job ID, Job Type, Job Name, Submitted On, Records, Current Step, and Status. A single job is listed with Job ID 42174, Job Type File Enhancement, Job Name 3k_addr-Copy, Submitted On April 16, 2018 10:42 AM, Records 3000, Current Step GENERATING OUTPUT FILES, and Status COMPLETED. The entire table is highlighted with a green border.

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



Help

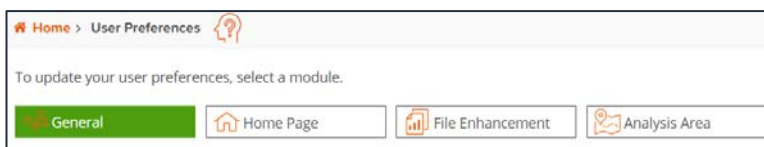
Takes you to the Knowledge Center, where you can find online help files, walkthroughs, and news & information.



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

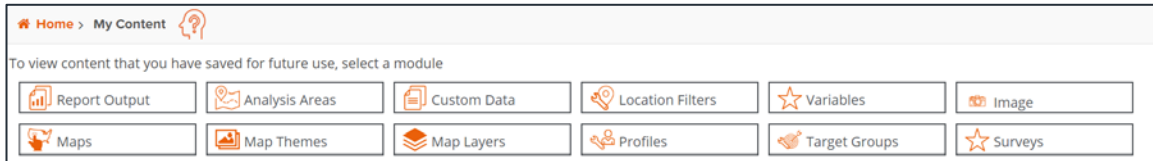
Logs you out of Claritas 360

TILES

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

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.





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:

SEGMENTATION REPORTS	
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

Standard Reports

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

STANDARD REPORTS	
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

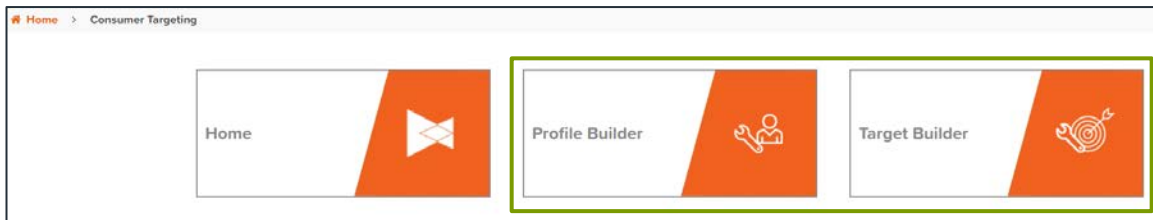
STANDARD REPORTS	
REPORT TILE	CONTAINS THE FOLLOWING REPORTS:
 <p>Consumer Demand Reports</p>	<ul style="list-style-type: none"> - Consuming Buying Power - Retail Market Power - Financial CLOUT Demand
 <p>Location Reports</p>	<ul style="list-style-type: none"> - Business-Facts Location - Location Detail - Business Facts Summary - New Market - Point to Point - Point crosstab
 <p>CultureCode Reports</p>	<ul style="list-style-type: none"> - CultureCode Asianicity - CultureCode Generation - CultureCode Language - CultureCode Hispanicity - CultureCode Educational Attainment and Unemployment - CultureCode Ancestry and Origin - CultureCode Foreign-Born - CultureCode Socioeconomic Status

Interactive Map

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

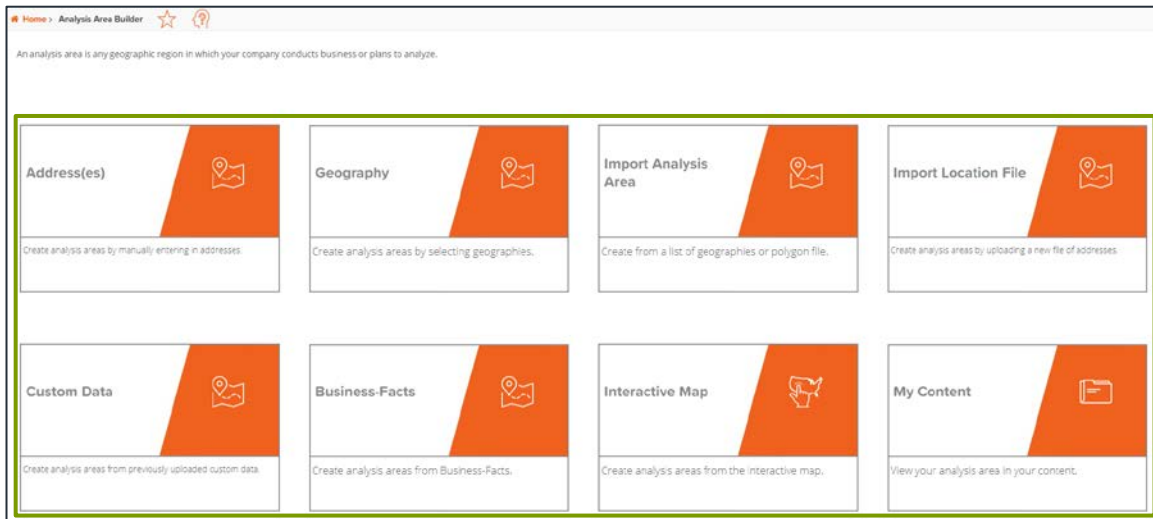
Consumer Targeting

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



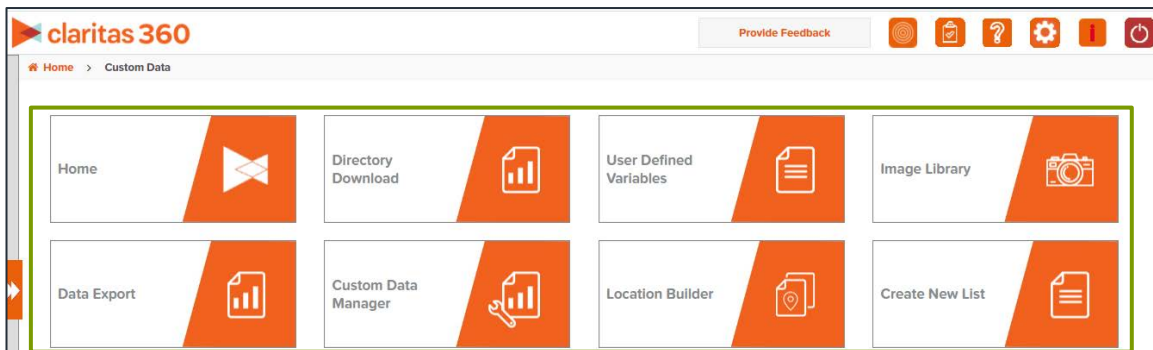
Analysis Area

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.

SIDE MENU

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

