

Claritas 360

Find customers simply and quickly, at scale. And not just any customers: your best customers.

Claritas 360 is an intuitive web-based application for quick and seamless analysis of your customer data and markets. In minutes, create custom profiles, evaluate geographies, recognize channel preferences, explore lifestyle behaviors, and more.

The total view of consumers provided by Claritas 360 enables you to create executable marketing strategies and craft customized messages that resonate with your audience, ultimately inspiring action for better campaign efficiencies. By integrating our industry leading segmentation capabilities, vast array of robust consumer, market, and channel insights with your data, you will expand your view of:

- Your most profitable customers, and what they like
- How to connect with your best customers, and through what channels
- Which markets best fit your existing or new product offering

YOU CAN

- Perform detailed analysis of consumers and markets
- Execute successful marketing strategies
- Acquire new customers
- Create retention programs

Once you've completed your analysis, easily share your output results—reports, maps and charts available in Adobe® PDF or Microsoft™ Excel® formats with other departments across your company for further collaboration. Access our vast network of unique data sources, including:

- Claritas Pop-Facts Premier and Advanced Demographics
- Claritas Consumer Profiles
- Claritas Segmentation – PRIZM® Premier



HOW DOES IT WORK?

Claritas 360 provides answers to tough marketing questions and uncovers hidden areas of opportunity. Simplified workflows guide you through your analysis, so you can easily

interact with and explore data surrounding: demographics, lifestyles, purchase behaviors, and media preferences.

Combining over 40 years of experience in consumer analysis into one easy-to-use application, Claritas 360 helps you connect the dots to align your business with a single, consumer-centric focus that's critical to improving your bottom line.

BENEFITS

- Tablet and touch enabled laptop compatibility
- Data visualization via reports, charts and maps
- Automatic monthly data updates
- Solutions to your specific customer and market analysis needs through simplified workflows

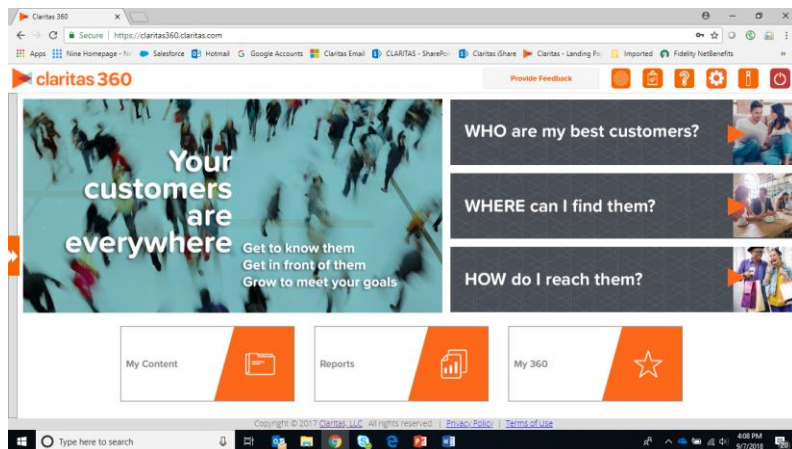


OPTIMIZED PERFORMANCE

Focused on today's customer needs, we built Claritas 360 with an intuitive user interface to make navigation easy with performance speeds that accommodate large files quickly, so you can focus on completing other complex tasks.

PRESENTATION-QUALITY OUTPUT

Coupled with our industry-leading segmentation and advanced mapping capabilities, you'll like how simple it is with Claritas 360 to complete your analyses and customize it for your organization.



For more information, contact your Claritas representative at 800.234.5973 or visit www.claritas.com

