

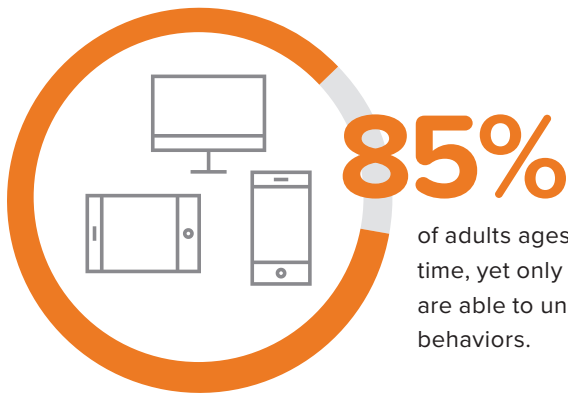


# Grow to Meet Your Goals

Find New Customers  
With Segmentation

Activate, motivate and connect...those are all words that inspire action. In the realm of business, you want to create the inspiration or desire for your customers to take some kind of action. We call this activation. Inspire them with the right message—in the right place—at the right time to make a purchase or choose your business over a competitor. Accomplishing true, measurable activation is often difficult.

No one will deny that the marketplace is evolving. How consumers buy, what they buy, and how they go about buying things is changing. The way in which they want to communicate and be communicated with, is changing too, as technology plays an ever increasing role in all of our daily lives.



of adults ages 18-49 use multiple devices at the same time, yet only 39% of marketing executives say they are able to understand their customers' cross-device behaviors.

Source: <https://www.hubspot.com/marketing-statistics>

In a time when many people utilize multiple devices—a phone (maybe two), a tablet, and perhaps a laptop, consumer attention is spread thin. If presented with your message, there is a very brief window to inspire the next action (e.g. open the email, click on advertisement, view product information and buy). According to the Nielsen Advertising and Audiences Report, consumers **are exposed to 30 ads per hour each and every day, on television alone**. Therefore, as a marketer, to be truly effective and break through the clutter, you need to sell smarter by:

1. Understand the uniqueness of your target audiences
2. Find the correct medium/channel
3. Get the message perfect!

And how do you do this on a limited budget to ensure the highest ROI?

Tried and true, we believe the answer is still simple: segmentation.



## Grow to Meet Your Goals

Find New Customers With Segmentation



This deep, holistic view of consumer demographics, behaviors and attitudes (driven by an unparalleled set of data points – from custom research, surveys, panels, big data and 3rd party linkages) provides the context for better targeting in advertising, direct mail and online marketing.

In this report, we will delve into how linkages to segmentation can help you sell smarter and win bigger.



**Activate:** Inspire Your Target Consumers with the Right Message in the Right Place

### 1 to 1 Marketing



**Direct Mail:** Purchase a list of prospects with the desired Claritas segments within the desired markets.



**Digital Advertising:** Purchase display advertising with the desired segments to grow brand awareness.

### Mass



**TV:** Find where your segments are watching television and what they watch to reduce waste from media buys.

### Targeted Local Marketing



**Newspaper/Print and Radio:** Connect with your segments on a local market level.



**Out of Home:** Analyze ZIP Codes to determine out of home advertising placement such as billboard, transit, airport, etc..



**Store/Community Events:** Hold events in areas where your customers/prospects live and/or work.

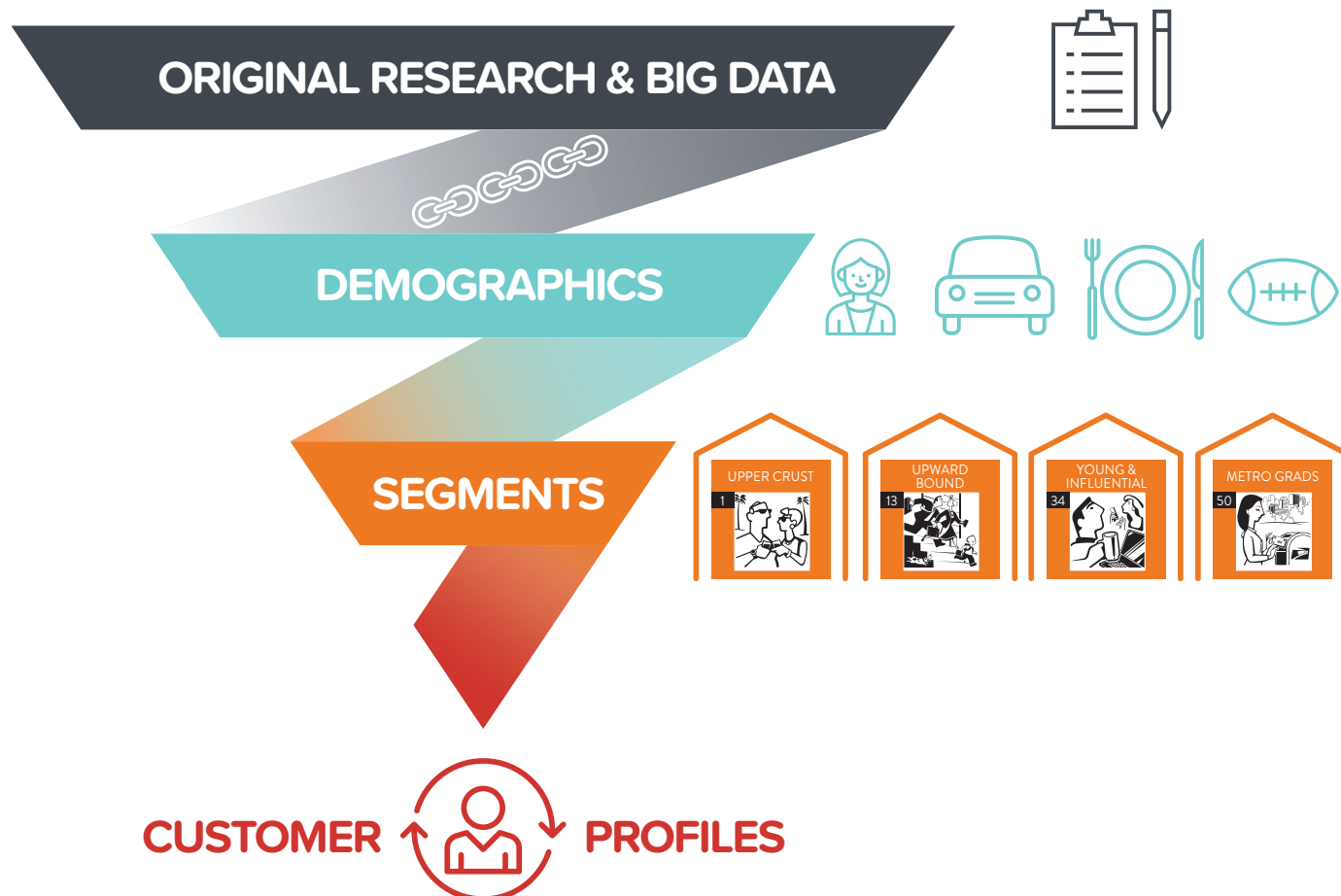
# Linkages Deliver Unique Behavior-Based Insights

Once you have applied segmentation to understand and identify your best opportunities as discussed in our previous eBook, segmentation linkages enable you to understand the unique behaviors of your consumers for campaign activation.

How can segmentation be activated? To answer this, it is first necessary to understand a linkage. At the ground level, it is possible to know the segment assignment of each household in the country. This knowledge enables you to size the market, calculate market share, and identify opportunity gaps and much more.

In today's competitive marketplace, you must show your potential customers a product, a service, or a message that will fit their needs, resonate with them and drive them to action. Activation could include clicking on a mobile ad, buying a product for the first time, revisiting your site or business, or sharing some information about their latest purchase on a social media site.

## Obtaining a 360-Degree View of the Consumer with Linkages





## Grow to Meet Your Goals

Find New Customers With Segmentation



Linkages reveal important information about the buying, shopping, listening, surfing and watching habits of consumers. Connections can be made to survey data, but this is no longer the limit. The availability of big data in today's world means that linkages can now be extended to purchase and mobile data, offering new levels of understanding and activation. To link these sources, each respondent or customer record can be assigned a segmentation code based on self-reported demographic data such as age, income, and presence of children. With this segment code appended to your customer record or prospect file, you can calculate which segments have a higher or lower propensity to buy specific products, use services, exhibit certain lifestyle behaviors or have sentiments for things like recycling, using online banking, or viewing programming on multiple devices for example.

The benefits of linking segmentation data to surveys and big data like credit card transactions can be best studied in consumer profiles. Profiles provide a picture of a specific behavior by consumer segment. Profiles also allow marketers to determine which segments are most likely to use a product or service, and which segments make up the biggest part of a market. This helps determine which segments to target, which are prime for development, and which should be avoided in marketing efforts. Mastering this is the key to maximizing your ROI on campaigns. Once refined, your profile should ensure you are only marketing to those consumers with the highest likelihood to buy from you, reducing your marketing spend and providing higher campaign lift.

A profile consists of a series of counts (one for each segment) that represents the base from which the behavior is drawn (e.g., total respondents), as well as a series of counts for those who exhibited the behavior. Some profiles may also represent consumption for the behavior across the segment, such as units consumed for a product profile or dollars spent for an account profile.

Use profiles to understand behaviors		Universe				Analysis Behavior		Penetration Metrics	
		Country				Malls Shopped/Visited in Past 30 Days			
			% Comp	Base Count	Base % Count	Count	% Count	Users/100 HHS	Index
01	01 Upper Crust	1,298,740	1.05%	4,095	1.03%	2,745	1.15%	67.03	112
02	02 Networked Neighbors	1,238,667	1.00%	4,845	1.22%	3,537	1.48%	73.00	122
03	03 Movers & Shakers	1,759,703	1.43%	6,415	1.61%	4,482	1.87%	69.87	116
04	04 Young Dilettanti	1,846,276	1.50%	6,650	1.67%	4,807	2.01%	72.29	120
05	05 Country Squires	2,860,168	2.32%	10,670	2.68%	7,415	3.10%	69.49	115
06	06 Winner's Circle	1,710,495	1.39%	6,486	1.63%	4,813	2.01%	74.21	125
07	07 Money & Brains	1,790,225	1.45%	5,270	1.32%	3,541	1.48%	67.46	110
08	08 Gray Power	1,441,134	1.17%	4,526	1.14%	2,863	1.20%	67.46	110
09	09 Big Fish, Small Pond	2,008,816	1.63%	6,493	1.68%	4,807	1.87%	72.29	120
10	10 Executive Suites	1,618,840	1.31%						
11	11 Fast-Track Families								
12	12 Other								

## Creating Impactful Campaigns

Now that we've seen why profiles are important and reviewed a sample consumer profile, let's see how some of our clients have used segmentation to market across channels to acquire new customers, refine messaging and determine the behaviors that drove activations.

# Wireless Carrier Increases Online Conversions and Decreases Campaign Costs



A leading provider of unlimited wireless service wanted to activate their same successful offline segments, by finding new customers online for its “Bring-Your-Own-Device” (BYOD) campaign, and ultimately, increase their Return on Ad Spend (ROAS).

The goal of the campaign was to encourage non-customers (that look a lot like their current best customers) to bring in their existing device and sign up for the \$40 Unlimited Talk, Text and Data Plan.

## The Process

The carrier was able to use the same consumer segmentation created with ConneXions® (Claritas’ syndicated segmentation optimized for technology behaviors), to find new customers using mobile advertising in addition to their already successful direct marketing initiatives.

To target mobile ads, Claritas Digital was used (with ConneXions technology behavior selects) to bring the offline segments online for better precision in finding their best customers for the new mobile ad campaign.

## The Result

By delivering the right advertising to the right prospects (using the same segmentation techniques that were proven to work previously in print and direct mail), they were able to increase their advertising effectiveness online with Claritas Digital.

In addition, they **reduced their ad spend** from \$2,000,000 per month to \$125,000 (94% decrease in CPM), while driving the same number of unique visitors to their site and **increased BYOD activations by 5%.**



**11 million+**  
IMPRESSIONS



**94%**  
DECREASE IN CPM



**16X**  
MORE SUCCESSFUL

# Dollywood Drives Visits with Segmentation Activation



Herschend Family Entertainment came to us for assistance in developing an effective marketing strategy to increase attendance at their Dollywood park location.

The three main questions the company needed answered, included:

- Who are our prime prospects for Dollywood and how many are there in each core market?
- Where do they live and how do I quantify potential?
- How do we leverage these insights in our media and marketing plan?

Segmentation was appended to Herschend's custom segment groups (developed by another provider) to enable activation in media planning and marketing strategy development. Using the resulting segmentation activation, Herschend found that their primary prospects are:

- Ethnically diverse
- Low TV viewers
- Advanced smartphone users
- Driven by children's needs/wants

By applying this visitor understanding to micro-levels of geography, we were able to help Herschend identify untapped opportunities in their key markets.

## The Outcome

The activation of Herschend's consumer segments with PRIZM® segmentation enabled them to implement an impactful, multi-faceted marketing plan that included direct mail, email, magazine ads and online ad campaigns resulting in a **15% increase in ticket sales.**



# INDYCAR Increases TV Audience Engagement with Online Ads



INDYCAR came to Claritas for help in increasing TV engagement rates for its elite racing event, the Verizon IndyCar® Series.

INDYCAR wanted to understand how to:

- Increase the Series' TV audience size, and
- Drive event attendance and consideration of new race markets

To accomplish these goals, INDYCAR needed to understand:

- Who makes up their prime race audience and how many are there?
- Where do they find them?
- How do they "Activate" their marketing plan to drive TV viewership and attendance to live events efficiently and effectively?

The first step was to understand "who" their opportunity segments were by looking at fan club members and those who attended live races. By examining the client data and Nielsen People Meter (NPM) television data to see who watched the races on TV during the season, we were able to begin grouping custom segments together based on opportunity.

PRIZM® segmentation, demographic information and a variety of TV and Mobile profiles were appended to identify four core opportunity groups for INDYCAR. Each of these groups was personified to vividly describe the race fan's TV viewing behaviors, and creative names were used to describe them, such as Victory Circle, Trackside Elite, Turbo Streamers, and TV Traditionalists.

## The Outcome

Upon analysis of the core fan segments, it was determined that an aggressive online digital campaign was the best way to reach the core audience effectively. INDYCAR used Claritas Digital and alliance, Rocket Fuel, to buy digital media against these groups to promote upcoming Series races.

INDYCAR's first online campaign began with their broadcast from Barber Motorsports Park and the result has since highlighted their success. With segmentation activation online INDYCAR is realizing higher TV ratings and a **24% improvement in viewership over the previous year.**



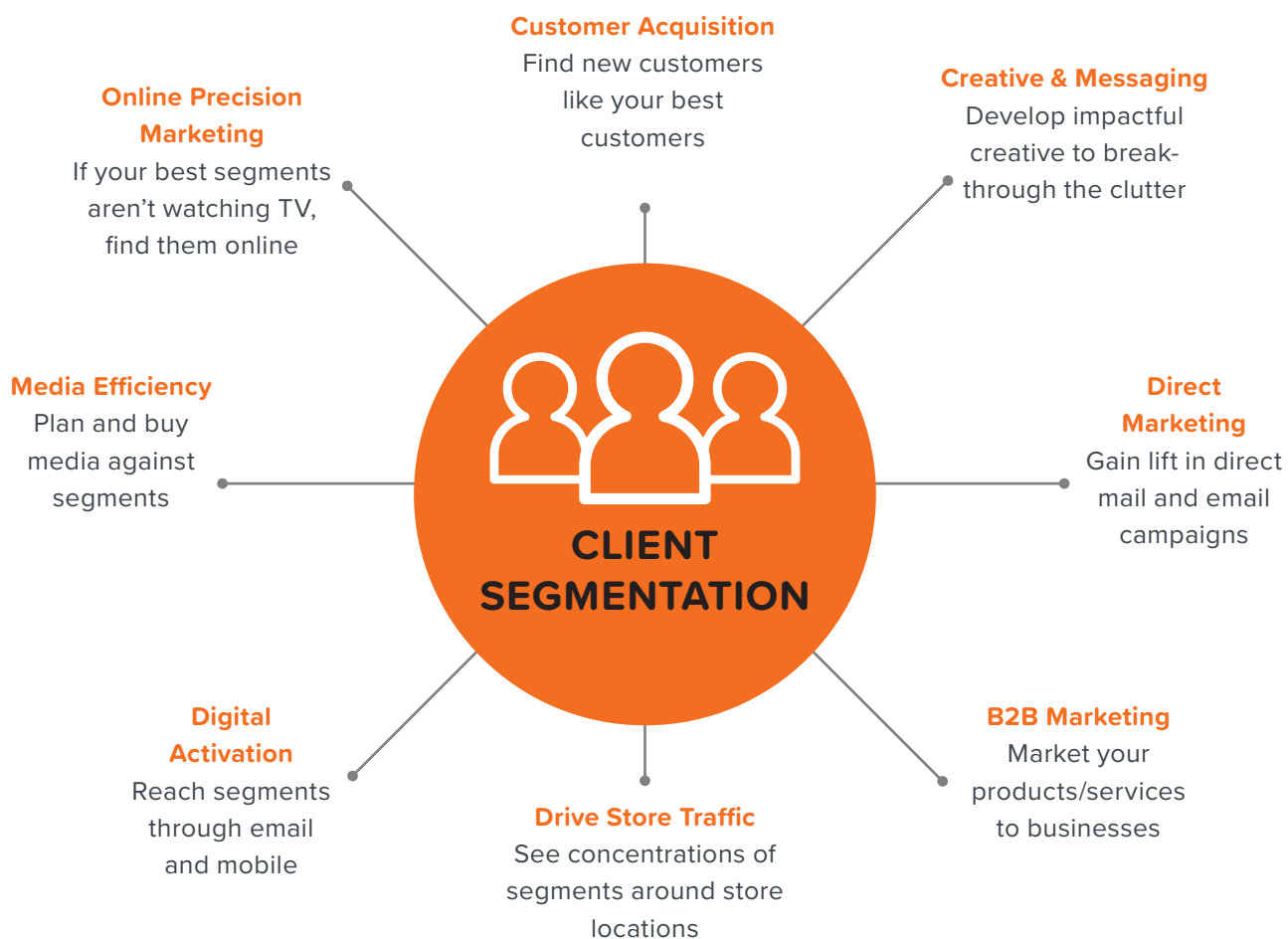
TV VIEWERSHIP OF  
INDYCAR RACES:

**+24%**



## Conclusion

Segmentation enables you to find your customers, not just any customers, your best customers. We have illustrated the ways that some of our clients have used segmentation to activate their very different consumer groups. Whether you have a good idea of who your customers are or not, linking your consumer segments to surveys or additional 3rd party content and creating profiles enables you to achieve a 360-degree view of the consumers that offer you the best potential, eliminating waste.



This process of taking your customer knowledge and applying our consumer insights helps you target smarter. By focusing your marketing spend on your most valuable customers and prospects, you'll grow to meet your goals.

Segmentation enables marketers to:

- Know which consumers and markets hold the most potential
- Determine which ads, messages and media resonate most with their core buyers
- Measure their brand's health against their best customers

Many companies invest in custom research to understand the attitudes of consumers towards their brands and usage of their products, which is a great first step. Unfortunately, many struggle with ways to make their custom segmentation investment more actionable (e.g. code files, size their segments geographically and plan/buy media against their segments). Segmentation activation is a solution for these limitations. Let us connect your segments to our network of consumer insights to get more out of your existing investments.

There is no one size fits all marketing solution—alternately, it depends on what your goals are, but we offer a variety of solutions to incorporate segmentation practices into your marketing to break through the clutter and inspire consumers to act.

## About Claritas

Claritas helps companies find customers. Not just any customers—their best customers. We provide the tools and data to define who your best customers are, how they behave, and how to connect with them. With powerful original research, trusted data partnerships, and an expert Analytics team, we provide the why behind the buy that is the key to selling smarter and winning bigger.



To begin leveraging **Segmentation** to target smarter online and offline, visit [www.claritas.com](http://www.claritas.com) or use our ZIP Code Lookup tool to find your segment at [www.mybestsegments.com](http://www.mybestsegments.com)