

CLARITAS CONSUMER PROFILES

IDENTIFY KEY CONSUMERS FOR YOUR PRODUCTS AND SERVICES

WHAT IS IT?

Claritas Consumer Profiles were created to provide you with a broad understanding of consumer behaviors across a variety of categories for more efficient and effective marketing for your products and services. The profiles enable you to acquire consumers based on lifestyle, media exposure, product usage, consumption, purchasing and psychographic dimensions.

By using Claritas Consumer Profiles to develop target groups, you will experience a greater return on your investment of marketing dollars in customer acquisition and retention (CACR), media strategy and channel management. Through the lens of segmentation, Claritas Consumer Profiles help identify groups of consumers who are as likely, more likely, or less likely than the average segment, to engage in various behaviors.

HOW IT WORKS

The profiles provide a means to examine your core consumer segments' behaviors to identify the best way to reach and engage with them in the marketplace. The profiles are available for use with all of Claritas' syndicated segmentation systems, including Claritas PRIZM Premier, accessed in Claritas Segmentation & Market Solutions (offered through your SRDS subscription).

KEY BENEFITS

Claritas Consumer Profiles enable advertisers to increase their return on investment of marketing dollars by enabling more efficient and effective marketing campaigns.

Using Claritas Consumer Profiles, you can:

- **Understand your core consumers' behaviors across a wide array of profile categories**
- **Identify markets and market opportunities for goods, services, and advertising**
- **Reach your core consumers in a more efficiently and effectively, by analyzing their behaviors through the lens of segmentation**

METHODOLOGY

Claritas Consumer Profiles leverage Nielsen Scarborough's USA+ service, a nationally comprehensive database, which provides clients with more than 3,500 consumer profiles. Data is collected from more than 200,000 adults annually, reflecting in-depth consumer patterns and lifestyles across the U.S. The profiles are updated once per year with the two most recent Scarborough USA+ consumer behavior studies.

Scarborough's methodology employs continuous measurement, meaning that we are in-field, interviewing and collecting data throughout the year to even out any marketplace disruptions and seasonality issues.

Our annual database has a robust sample of over 200,000 adults across the U.S., allowing you to create in-depth analysis on a wide variety of consumer categories nationally.

Categories include:

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| • Alcohol | • Radio |
| • Automotive | • Restaurants |
| • Commuting & Transportation | • Retail |
| • Digital Video Displays | • Shopping |
| • Environment | • Sports & Leisure |
| • Financial | • Telecommunications |
| • Food & Beverage | • Television |
| • Health | • Travel |
| • Items in the Home | • Voting |
| • Newspapers | |

For more information contact your Kantar Media SRDS representative at 800-851-7737 or email next@kantarmedia.com