WHAT IS IT?
Claritas PRIZM Premier is the latest evolution of Claritas’s industry-leading consumer segmentation system. It combines demographics, consumer behavior and geographic data to help marketers understand, find and engage with their customers and prospects.

New factors in the PRIZM® Premier model are measures of technology behavior and household assets. The introduction of these key drivers enables you to create segments that reflect how today’s households have embraced technology and how they have weathered the economic shifts in recent years.

PRIZM Premier defines every U.S. household as one of 68 demographic and behavior types, or segments, to help marketers discern those consumers’ likes, dislikes, lifestyles and purchase behaviors. By segmenting consumer households along these lines, you will be better able to reach and retain your most profitable customers and tailor messages and products that resonate with them.

KEY BENEFITS
PRIZM Premier links your customer and market data with demographics, syndicated survey data and survey market research, enabling you to understand, find and engage your best customers by:

- Understanding how technology behaviors can influence how your best customers may interact and respond to your messaging and offers
- Enabling you to understand more about your consumer’s financial capacity to be able to purchase your goods or services
- Uncovering insights about consumers that give you the ability to tailor messages and products specifically to them
- Discovering where your current customers or prospects live, and locate more people like them, anywhere in the U.S.
- Grouping similar segments together to realize the greatest marketing efficiencies for direct mail, marketing and media planning

HOW IT WORKS
What differentiates PRIZM Premier is its powerful ability to link household and neighborhood-level segment assignments to the marketplace.

PRIZM Premier reveals exactly which types of consumers are most likely to use your product or service, and allows you to group similar segments to realize the greatest marketing efficiency and reach.

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