

## CLARITAS SEGMENTATION & MARKET SOLUTIONS

# FIND YOUR MOST PROFITABLE CUSTOMERS AND MARKETS

### WHAT IS IT?

Claritas Segmentation & Market Solutions is an intuitive web application that allows you to quickly and seamlessly measure consumer demand and evaluate your locations and markets. This easy-to-use application will allow you to better understand consumers who are more likely to buy your product or service, and the markets where they live, so you can create more efficient marketing strategies and customized messages to more effectively reach them.

By integrating Claritas segmentation with your data, and our vast array of demographic and market insights, you can understand:

- Who your best customers are
- What they are like
- Where they live
- How to best connect with them

This information lets you quickly and efficiently:

- Evaluate the demographics to size markets
- Analyze demand, expansion and growth opportunities
- Prioritize markets for existing and new product offerings
- Determine market potential of products in selected markets

### KEY BENEFITS

**Harness the collective power of segmentation, demographics, lifestyle and behavioral insights for better market planning, customer acquisition, cross-sell and retention programs.**

**Deliver customer insights that can be applied across your entire business to better understand, find and activate your marketing strategies, including:**

- **Pinpointing your most profitable consumers and attracting your ideal prospects**
- **Identifying consumer demand and market penetration for specific products and services**
- **Uncovering and prioritizing market opportunities for new or existing products and placing new site locations to service your customers**

### HOW IT WORKS

Using a series of questions that lead you through pre-defined workflows, Claritas Segmentation & Market Solutions guides you through the process needed to get answers to your toughest marketing questions, as well as uncovering areas of opportunity in a market.

The application requires little training for any level user. In just minutes, you can view and analyze data to gain insights into consumer demographics and lifestyles, purchase behaviors and media preferences using standard functionality.

Claritas Segmentation & Market Solutions dynamically links data insights with the latest web mapping technology to reveal your best market opportunities for a multitude of U.S. geographies.

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