Notes About Claritas 360

What is Claritas 360?
Claritas 360 (formerly Nielsen Segmentation & Market Solutions) is an application available within SRDS that allows users to understand the end consumer by measuring consumer demand and evaluating locations and markets. Use Claritas 360 to develop custom reports based on demographics and Nielsen information. Data can be focused at the State, DMA or County level and you can use a zipcode to pull up the best target markets. Access pre-defined report templates to generate:

- Pop-Facts Demographics Reports
  - Effective Buying Income;
  - Pop-Facts Demographics;
  - Pop-Facts Demographics By Age Race Sex;
  - Pop-Facts Demographics Trend;
  - Pop-Facts Executive Summary;
  - Pop-Facts Household Income By Age of Householder and Senior Life

- Segmentation Reports
  - Consumer Concentration;
  - Market Potential;
  - Profile Ranking Index;
  - Profile Worksheet;
  - Segment Distribution;
  - Target Concentration;
  - Target Segment Measures.

How do I access Claritas 360?
Claritas 360 is found within Kantar Media’s SRDS database. **Claritas 360 only works with the Chrome browser.**
How do I access SRDS Media Solutions so that I can access Claritas 360?

**Claritas 360 only works with the Chrome browser.**

To use Pepperdine Libraries’ subscription to this database EITHER:

1.) Go to the Pepperdine Library Homepage ([library.pepperdine.edu](http://library.pepperdine.edu))
2.) Click the magnifying glass icon for the Databases & E-journals page
3.) Access SRDS Media Solutions from the alphabetical list or through Databases by Subject<Business/Economic.
4.) From the SRDS Homepage, click on Claritas 360

OR, to use Pepperdine Libraries’ subscription to this database:

1.) Use the quick link to SRDS Media Solutions provided from the InfoGuide page for **MKTG Demographics and Target Markets**.
2.) From the SRDS Homepage, Click on Claritas 360

How do I prepare to build reports in Claritas 360?

1.) From the Claritas 360 starting page, check out the help videos and tutorials to explore different market and customer segmentations.
2.) After you’ve explored the guides,
   a.) click the purple button Login to Claritas 360
   b.) then toward the bottom of the page click on Reports.
3.) There are multiple report options to choose from. Not sure which to choose?
   a.) If you click the "?" icon you can go to the Claritas 360 Knowledge Center to find out more about each report can do, options available, data explanations, and how various measures are calculated. The Walkthrough Repository can help you set up a report with selections to get the desired output.
   b.) Check out this guide **Claritas 360 Cheat Sheet - Libraries** to understand reports and the hierarchy.
How do I read the reports and interpret the data?

Since there are multiple report options to choose from, it is important to understand what distinguishes one report type from another.

- Click the ? icon to view the Claritas 360 Knowledge Center.
  - Select Online Help>Reports to learn more about what each report can do, the available options, view explanations of the data, and understand how calculations are made with various measures.
  - Choose Standard Reports or Segmentation Reports and follow the navigation to select the report type overview.
  - From the report type overview, look for [Name of the Report] - Interpretation & Calculations.

Choose the Walkthrough Repository to navigate setting up a report with selections to get the desired output.

How do I find top ZIP code trends in Claritas 360?

1.) Click the purple button Login to Claritas 360

2.) Look for the bullseye icon in the upper navigation for Best Segments.

3.) Click on the text Zip Code Lookup