

Identify Consumers

PRIZM[®] Premier

Know more about your customers & prospects to market more precisely



The industry's most widely adopted segmentation solution, PRIZM Premier, provides rich insights for every household in the U.S., including demographics, lifestyle and media preferences, shopping behaviors and technology usage.

No matter what industry you work in, the more you know about an audience, the faster you can pinpoint your most-likely potential customers. Using the most robust data on the American consumer, PRIZM Premier identifies over 68 different household segments based on their actual behaviors, allowing you to target your marketing with greater precision. Understand your existing customers to zero-in on finding new ones. As the most widely adopted segmentation solution, PRIZM Premier provides audiences that can be used to target across channels to buy lists, plan and select media buys, target emails and more. Meet better prospects and market more precisely.

INDUSTRY-LEADING SYNDICATED AUDIENCES



Know More About Existing Customers

By appending PRIZM Premier to your CRM files, you'll know more about your customer's lifestyle, media consumption and purchasing preferences and be able to engage with them in more meaningful and individualized ways.



Significantly Improve ROI

Executing multichannel campaigns with our PRIZM Premier segments have averaged 4-6X greater ROI for marketers. Claritas can handle the campaign execution for you, or you can find our segments across all major industry platforms and channels.



Find New Customers Faster

With detailed analyses of consumers and markets down to the household level, you'll be able to find new prospects that match your existing customers faster and more accurately in a privacy-safe manner.

Purchase Behaviors:

Apparel
Appliances
Automotive
Communications
Consumer Package Goods
Financial Services & Wealth
Healthcare
Home Furnishings
Insurance
Media Usage
Travel
Technology

Media Behaviors:

TV
Cable
Internet
Social
Podcast
Mobile
Audio
Print



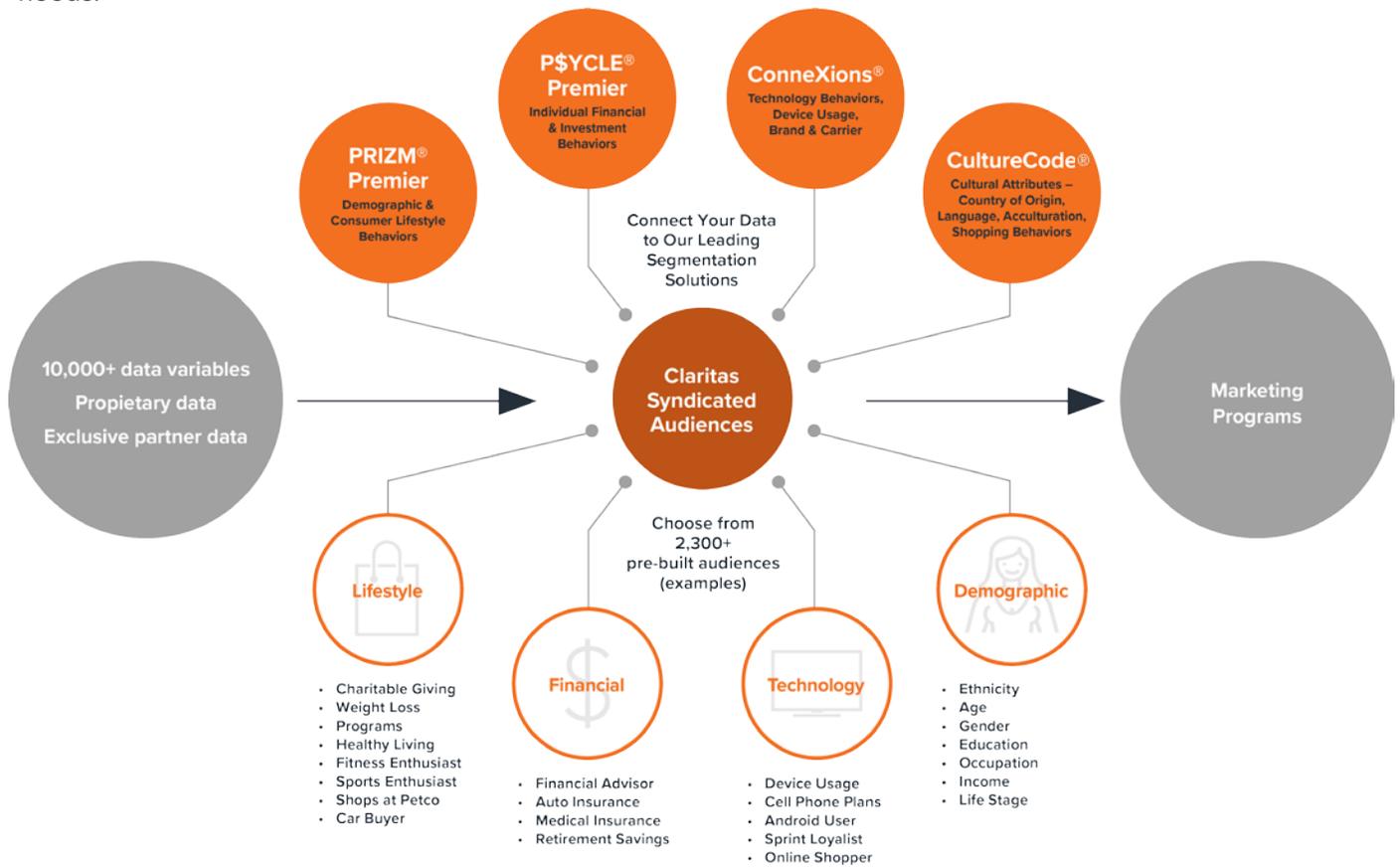
THE CLARITAS ADVANTAGE

Over 8,000 Syndicated Audiences
 From purchase behaviors and online and offline media interactions, to financial information and technology adoption, our Syndicated Audiences provide targeted audiences based on your needs.

Pinpoint Customers When They're Ready To Buy
 Up-to-date insights on purchasing behaviors across a variety of industries help marketers reach the right audiences when they're in the buying mindset.

Find More and Better Prospects
 With access to 120MM+ households, 10K lifestyle behaviors and 8K demographic variables, you'll be able to find more prospects who are looking for what you're selling.

Connect Across Devices & Channels
 The Claritas Identity Graph can link pre-built audiences to their devices and the channels they use, giving you the most precise profile for marketing campaigns.



To learn more about how Claritas can help you succeed in today's marketing world, contact us at 800.234.5973 or visit www.claritas.com

ABOUT CLARITAS

For nearly 50 years, Claritas' unparalleled knowledge of American consumers has yielded the most adopted segmentation in the industry, helping marketers identify their best customers. Claritas now offers a suite of solutions that give marketers the ability to identify their ideal audiences, deliver multichannel marketing engagements with precision, and leverage measurement tools to optimize their media spend across channels and thus drive better marketing ROI. With an accuracy-first foundation, the robust Claritas Graph serves as the engine that drives these powerful solutions, reaching 120 million households and over 900 million devices.

