



# Take data-driven marketing to the next level. A full circle of intelligence-driven solutions for recruiting.

Pinpointing potential recruits more precisely. Engaging with them more effectively. Optimize your campaigns efficiently. It takes more than data. It takes turning thousands of data points into intelligence you can use. That's the Claritas Advantage. No other company has the unique combination of proprietary datasets, technological capabilities, analytic resources, experience, and expertise to improve every aspect of marketing.

## identify

**Know more about who your best recruits are with our industry-leading segmentation system**

## optimize

**Know more about what is working, improve what isn't, and refine your audience with the findings**



## deliver

**Know more about how and where to reach your best recruits across devices and channels with the Claritas Identity Graph**

To learn more about how Claritas intelligence can help you transform marketing results, contact Claritas at 800.234.5973 or visit [www.claritas.com](http://www.claritas.com)

**identify**  
Know more about who your best recruits are with our industry-leading segmentation system

**Syndicated Audiences**  
Claritas offers Over 8,000 Syndicated Audiences built from over 10,000 demographic and behavioral attributes. This includes the industry's most widely-used segmentations:

**PRIZM® Premier** – leading lifestyle segmentation

**CultureCode®** – foremost multicultural segmentation in the US

**Custom Audiences**  
By matching and appending Claritas data to your CRM files, we can model look-alike audiences of your best customers.

Using our Claritas 360 ® or AudienceAnywhere® platforms, select from 1000s of attributes to build custom audiences to meet specific business goals.

**deliver**  
Know more about how and where to reach your best recruits across devices and channels with the Claritas Identity Graph

**Multichannel Execution**  
Launch personalized, multichannel campaigns to your best audiences based on intelligence from the Claritas Identity Graph. We can execute for you, or deliver your audiences to over 70 channels and platform partners in near real-time, so you can execute campaigns yourself.

**Email**  
With a database of over 125MM opt-in emails addresses, we can match and append email addresses to your CRM, build high-performing email lists, and launch full-service email campaigns with 2-3x open rates and 5-7x higher click-through rates.

**optimize**  
Know more about what is working, improve what isn't, and refine your audience with the findings

**Campaign Tracking**  
Know if you're getting what you paid for with our campaign metrics. We measure reach, frequency, real impressions vs. fraudulent bots, clicks and engagements by audience — across 8 channels including digital, TV, DM, out of home, and podcasts.

**Attribution Analysis**  
Know when, how, and if each of your marketing channels are moving audiences to conversion.

**Proprietary Lift Analysis**  
Gain unequalled insight into how individual audiences, and online and offline marketing channels are impacting ROI.



Unrivalled accuracy. Unmatched scale. Privacy at its core. The Claritas Identity Graph is transformative technology that provides the highest-def portrait of your best customers and prospects. It's the engine behind the intelligence.

- Reaches 100% of US households
- Ties together 5 billion data feeds monthly (80% deterministic, 20% probabilistic)
- Connects over 600 million devices to US households and their postal address
- 90% Claritas-owned data / 100% managed in-house
- Industry leader in privacy compliant processes and methodology

**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 Claritas Graph serves as the engine that drives these powerful solutions, reaching 120 million households and over 600 million devices.

