

PRIZM NE by Gender

Additional Power for an Effective Market Planning Strategy

Precision targeting by gender

Each household is made up of many different people, so targeting your marketing campaigns to each specific resident can be challenging. At Claritas, we have addressed this challenge with an exciting new way to help you segment individuals on your customer files and mailing lists within households.

PRIZM® NE by Gender adds power and relevance to our flagship PRIZM NE segmentation system with an additional layer of targeting. Adding gender to the 66 PRIZM NE segments allows you to get 132 unique segments that range from 011 *Upper Crust Males* to 662 *Low-Rise Living Females*.

These added segments empower marketers to estimate market demand more precisely as our Mediamark Research Inc. (MRI) profiles uncover gender-based lifestyle and media preferences. These are particularly useful for targeting the dramatic male/female splits in retail and media clients; for example, "Shop Talbots" versus "Shop Home Depot" or "Watch ESPN" versus "Watch Lifetime." Marketers with a strong male/female bias in their product lines or media plans will find PRIZM NE by Gender to be an even sharper instrument with increased precision for targeting.

PRIZM NE's segmentation data is combined with MRI standard usage and consumption profiles to gain a better understanding of the nation's lifestyles, product purchases and media habits. This data can then be linked to segment distributions and used for site and market analysis.

With powerful market data for over 450 categories and 6,000 brands, Mediamark provides information to magazines, television, radio, Internet and other media, and leading national advertisers as well as over 450 advertising agencies.



Add PRIZM NE by Gender to create household targeting and marketing strategies.
Call **(800) 234-5973** today for more details or visit **claritas.com**.