

Smarter Targeting with IRI and Geoscape® Acculturation Audiences

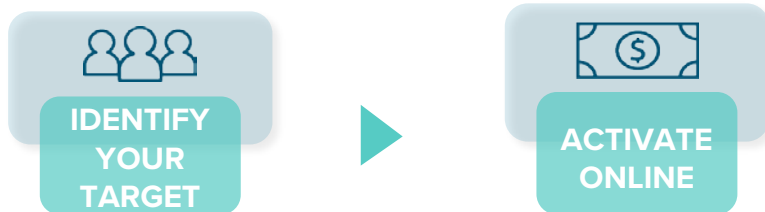
Find Your Most Valuable Multicultural CPG Shoppers

IRI has partnered with Geoscape (a Claritas company) to blend the industry's most accurate and robust multicultural audiences with CPG audiences built from the most robust pool of frequent shopper program data (+350MM FSP cards) powered by IRI's Audiences.

These new Claritas Digital segments expertly blend IRI deterministic and/or probabilistic purchase behaviors with Geoscape's Hispanicity & Asianicity cultural segmentation for precision targeting to Hispanic & Asian households based on their level of acculturation and past purchase behavior.

By selecting your segments, and activating them online through our Digital Partner Network, you will be able to sell smarter and reach your targets more effectively online.

How does it work?



Select audiences based on product preferences and level of acculturation to reach the right household with the right message

Place your Media Buy via your chosen platform – selecting from the hundreds of platforms on the Claritas Digital Partner Network

Claritas is everywhere you're marketing!



Plus hundreds of media platforms, DMP, mobile, TV, publishers

All accessible via  LiveRamp
an acxiom company

Ready to meet your next customer?

Contact us at ClaritasDigital@claritas.com for help selecting the right audience to help you win bigger.



Available data includes:

Geoscape's CultureCoding® identifies households based on the following:

- Ancestry
- Country of Origin
- Language Spoken at Home
- Educational Attainment
- Lifestage

Geoscape then aggregates the values of these attributes to create a custom segmentation audiences as follows:

- Acculturated Hispanic
- Acculturated Asian
- Bi-Cultural Hispanic
- Bi-Cultural Asian
- Unacculturated Hispanic
- Unacculturated Asian

IRI Shopper Data - Weekly CPG purchase behaviors from more than 350MM frequent shopper cards with coverage across Grocery, Drug, Club, Convenience, and Liquor channels.

Data uses:

- **Reach** consumers based on their affinity for specific shopping behaviors
- **Activate** your core customers across your chosen digital platform
- **Engage** consumers with the appropriate messaging based on level of acculturation to attract the right audience for your business

Multicultural Audiences to Fit Your Needs

You can choose from a vast array of audiences derived from Hispanicity and Asianicity Acculturation Models by IRI Audiences. See a small sample below.

- Acculturated Hispanic - Rice Purchasers
- Acculturated Hispanic - Bottled Water Purchasers
- Acculturated Hispanic - Mexican Foods Purchasers
- Acculturated Hispanic - Dry Beans/Vegetables Purchasers
- Bi-Cultural Hispanic - Bottled Water Purchasers
- Bi-Cultural Hispanic - Laundry Detergent Purchasers
- Unacculturated Hispanic - Rice Purchasers
- Unacculturated Hispanic - Dry Beans/Vegetables Purchasers
- Unacculturated Hispanic - Shortening & Oil Purchasers
- Unacculturated Hispanic - Bottled Water Purchasers
- Unacculturated Hispanic - Laundry Detergent Purchasers
- Acculturated Asian - Asian Food Purchasers
- Acculturated Asian - Hot Cereal Purchasers
- Acculturated Asian - Dry Beans/Vegetables Purchasers
- Bi-Cultural Asian - Rice Purchasers
- Bi-Cultural Asian - Dry Beans/Vegetables Purchasers
- Bi-Cultural Asian - Baby Needs Purchasers
- Bi-Cultural Asian - Asian Food Purchasers
- Unacculturated Asian - Bottled Water Purchasers
- Unacculturated Asian - Ice Cream/Sherbet Purchasers
- Unacculturated Asian - Natural Cheese Purchasers
- Unacculturated Asian - Fresh Eggs Purchasers

IRI Audiences

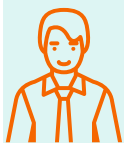
IRI's industry leading pool of frequent shopper data enables them to deliver audience and measurement solutions that are superior to our competitors. The breadth and depth of data enables audience solutions that are probabilistic, 100% deterministic, or a blend of both providing marketers with more granularity in precision targeting with personalized messaging.

This data also enables a more accurate, faster and granular measurement. Combining these elements gives marketers the ability to optimize campaigns while they are still running to ensure you are maximizing return and driving your campaign objectives. To learn more about IRI Audiences, email IRIMedia@IRIworldwide.com.

Geoscape® Hispanicity™ & Asianicity™

Hispanicity & Asianicity are industry-leading segmentation systems that provide actionable marketing insights by identifying Hispanic & Asian households via acculturation, as well as unique data, technology and analytic services to help you access high-growth opportunities in our culturally-diverse business environment. The term acculturation is the process whereby immigrants and their offspring acquire a new culture through language, customs, lifestyle, media usage and other practices while retaining elements of their home culture as well. A Hispanicity segment of HA1 refers to most acculturated while HA5 is least acculturated. These segments incorporate language, spatial population density, how recently immigration to the U.S. took place and other factors, thereby making it possible to predict response or behavior relative to marketing or social outreach endeavors.

To benefit from the lifetime value inherent in the emerging American mainstream consumer Geoscape brings a wealth of industry knowledge and expertise coupled with cultural insights and analytical brainpower to provide you with actionable business intelligence into cultural groups such as Hispanic, Asian, African American, Middle Eastern, Eastern and Central European who represent the great majority of the growth in the U.S.



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