



## NIELSEN CLEAR DECISIONS - CLUSTER

# SEGMENT MARKETS ACCORDING TO CONSUMERS' ATTITUDES AND BEHAVIOR FOR DEEPER TARGETING

### **Group like people together for analysis with Cluster**

Go beyond simple demographic targeting with Nielsen Cluster, now fully integrated in Clear Decisions. Cluster segments media and marketing databases into clusters of people who share similar characteristics or behaviors, using the full variety of data available to you.

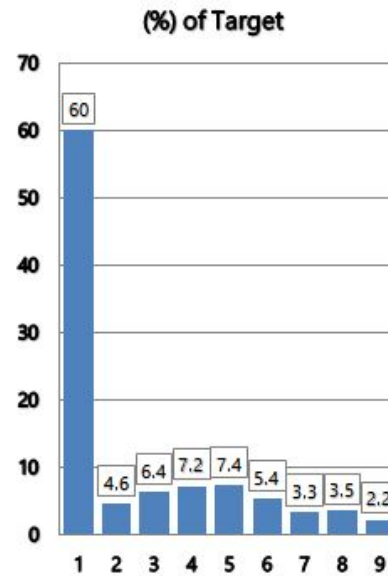
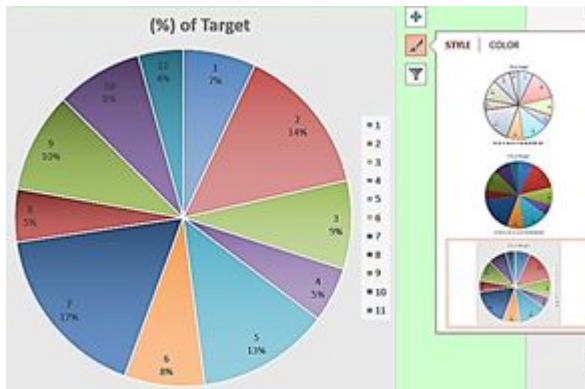
Nielsen Cluster is easy to use and the visual representation highlights key insights instantly.

# KEY BENEFITS

Use the power of Cluster to further tell the story of your target audience.

Nielsen Cluster Delivers:

- ★ Full integration with Clear Decisions for seamless workflow
- ★ Three best Cluster levels are auto generated
- ★ Smart Views to visualize data
- ★ Presentation ready with editable graphs and charts
- ★ Automated weights for explanatory variables



### Smarter Targeting

Smarter Targeting Clusters can easily be built so they segment a market into homogeneous groups based on lifestyle attributes, attitudes and/or product or media consumption.

### Seamless Integration

Nielsen Cluster now integrates seamlessly with the full suite of Clear Decisions products. Nielsen Correspondence highlights the most refined variables which can then be directly imported into Nielsen Cluster. Nielsen Cluster gives meaning to the market segments around these variables and then these clusters can be thoroughly investigated in Crosstab. These clusters are also easily exported into Clear Decisions as targets.

### Intuitive Software

Nielsen Cluster within Clear Decisions is a simple tool that produces a sophisticated analysis. Our software uses advanced graphics to highlight the best level of segmentation and to illustrate how each cluster group varies from the others.

### Robust Methodology

The Nielsen Cluster application uses non-hierarchical clusters which enable them to be broken out individually at each level. This method produces segmentations at each level as they are not dependent on the results of the segmentations created at previous levels.

For more information, please contact your Nielsen account manager

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