

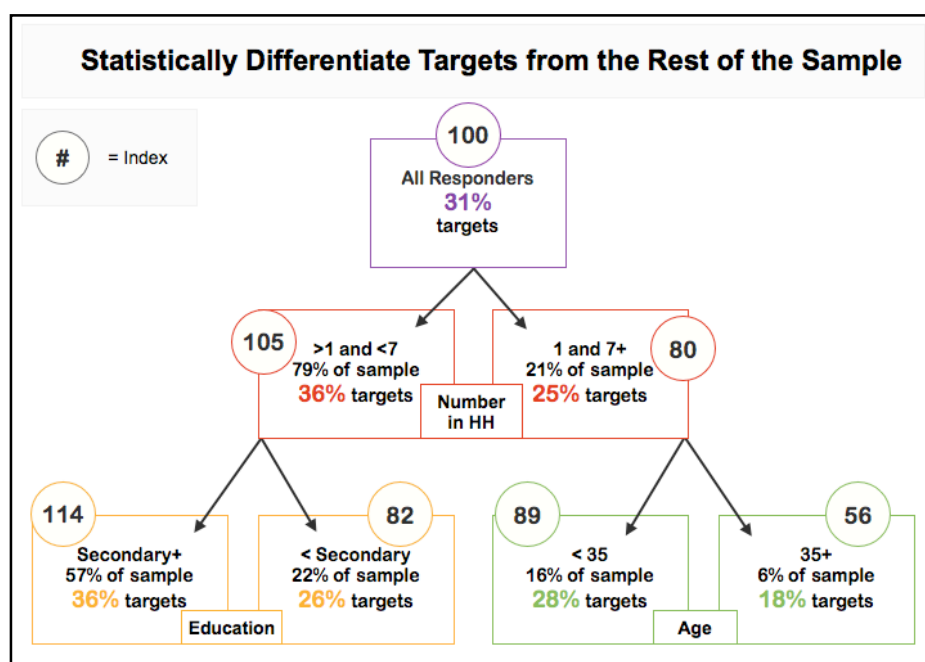
## Segment your audience by uncovering deep demographic, behavioural and psychographic insights

**Differentiate target market segments and better allocate ad resources**

### What is Target Market Definition?

Effective Measure utilises state-of-the-art statistical analyses to define a brand's target markets and provide key audience segment profiles that engage with your Brand versus those that do not. By differentiating and defining the many different target market segments, advertisers and their agencies can better allocate ad resources to their most effective use.

This custom research provides scientifically, objectively defined consumer segments ('the WHO') that differentiate consumers based on those that have a positive impression of a brand, enabling a more accurate evaluation of advertising's ability to target consumers. Using this approach, we identify segments with strong favourable impressions, as well as those with strong negative impressions, enabling users to avoid spending resources on consumers that are unlikely to interact with/ purchase the brand.



EM masters modern statistical analysis to test for the characteristics that best separate people with positive impressions from their less favorable counterparts, using demographic (for ease of application in media buying), behavioral and psychographic information.

In this example, well educated people in households greater than one but fewer than 7 people, leads us to the specific definition of a segment with 14% higher concentration of consumers with a favourable impression (Index = 114).

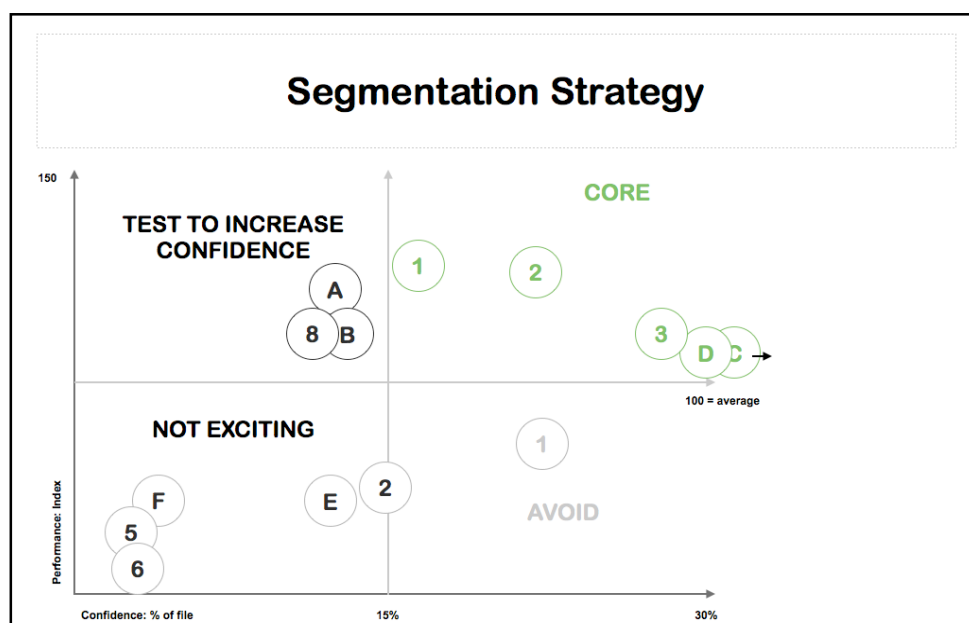
## Target Segments: Psychographics

	Targets	Index	% of file
4	Smart, risk taker, plan for tomorrow	154	18%
5	No Cheque acct., smart, risk taker	153	18%
6	No Cheque acct., be safe	128	36%
7	Male, no Cheque acct., saver	126	32%
8	Female, be safe	118	10%

Target Segments are specifically defined - here, by demographic, behavioral and attitudinal data.

The *Index* reflects the chances of a favorable impression among people fitting the segment description: 154 = 154% the likelihood of an average person.

The % of file number indicates the percentage of the overall market that is represented by the segment.



Segments with high Performance Indexes that represent large portions of the marketplace are CORE to our business.

Those representing large portions of the population with low indexes are not fruitful, and should be AVOIDED!

EM's approach provides EVIDENCE to support targeting decisions based on data science and effective measurement!

## **What are the benefits?**

- 3<sup>rd</sup> party, independent validation of audience segments
- Specify best, mediocre and worst prospects in demographic, behavioural and psychographic terms
- Rank consumer segments on their likelihood of positive impression. Integrate segmentation for better media planning
- Uncover any shifts in segment profiles over time
- Develop evidence-based promotional strategy for each segment

## **Who can use this information?**

- **Global Brands** use this method to ensure proper allocation of resources to the most impactful consumer segments.
- **Creative Agencies** make the most of these studies when crafting messages that resonate on a psychographic level.
- **Advertisers** can ensure that new opportunities to reach interested segments do not go un-noticed.
- **Planners** depend on this approach to identify emerging segments of the marketplace, as well as those with as yet unrealised/ untapped potential.

## **Where do I get it?**

Target Market Definition is custom research and available to marketers, agencies, publishers and researchers. Clients will receive a PDF or PowerPoint output defining their segments.

To find out more about Effective Measure's Target Market Definition research, please contact:

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