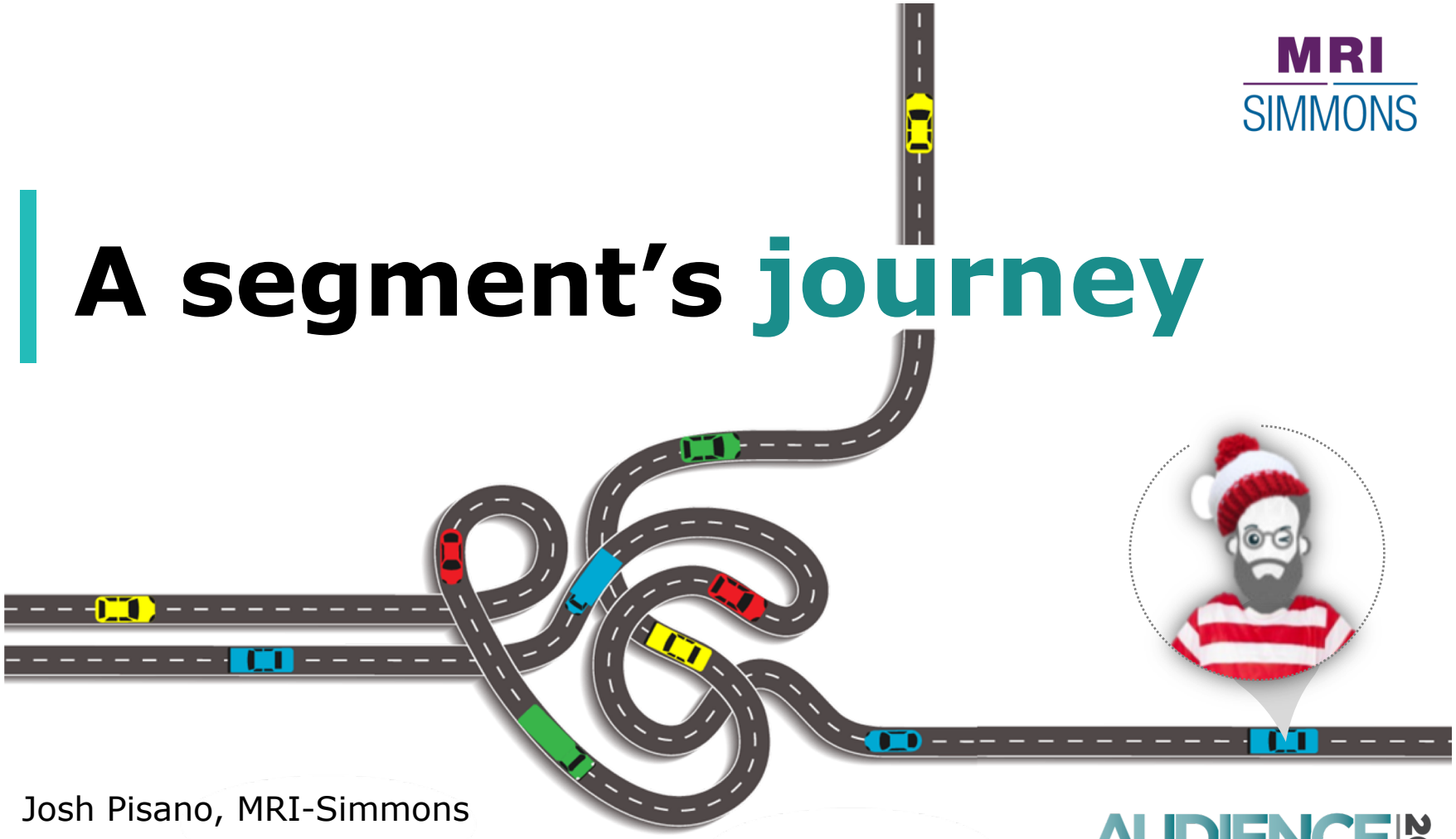
A segment's journey



Josh Pisano, MRI-Simmons

Pete Doe, clypd

Bryan Donovan, Acxiom

MRI SIMMONS

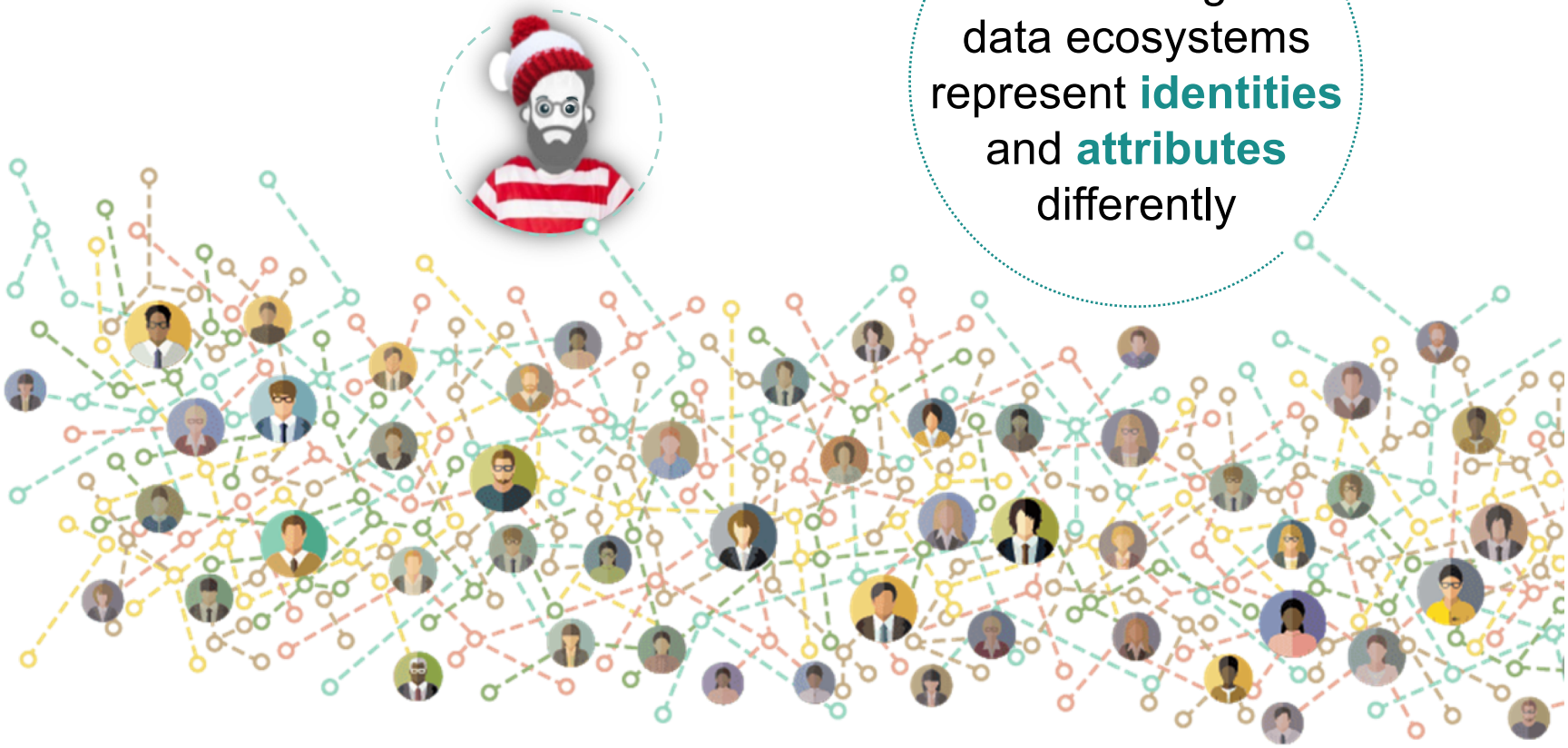
AUDIENCE xSCIENCE 2019

#ARFAxS

The issue:
Audience consistency

MRI SIMMONS

offline & digital data ecosystems represent **identities** and **attributes** differently



The start
an MRI representative sample

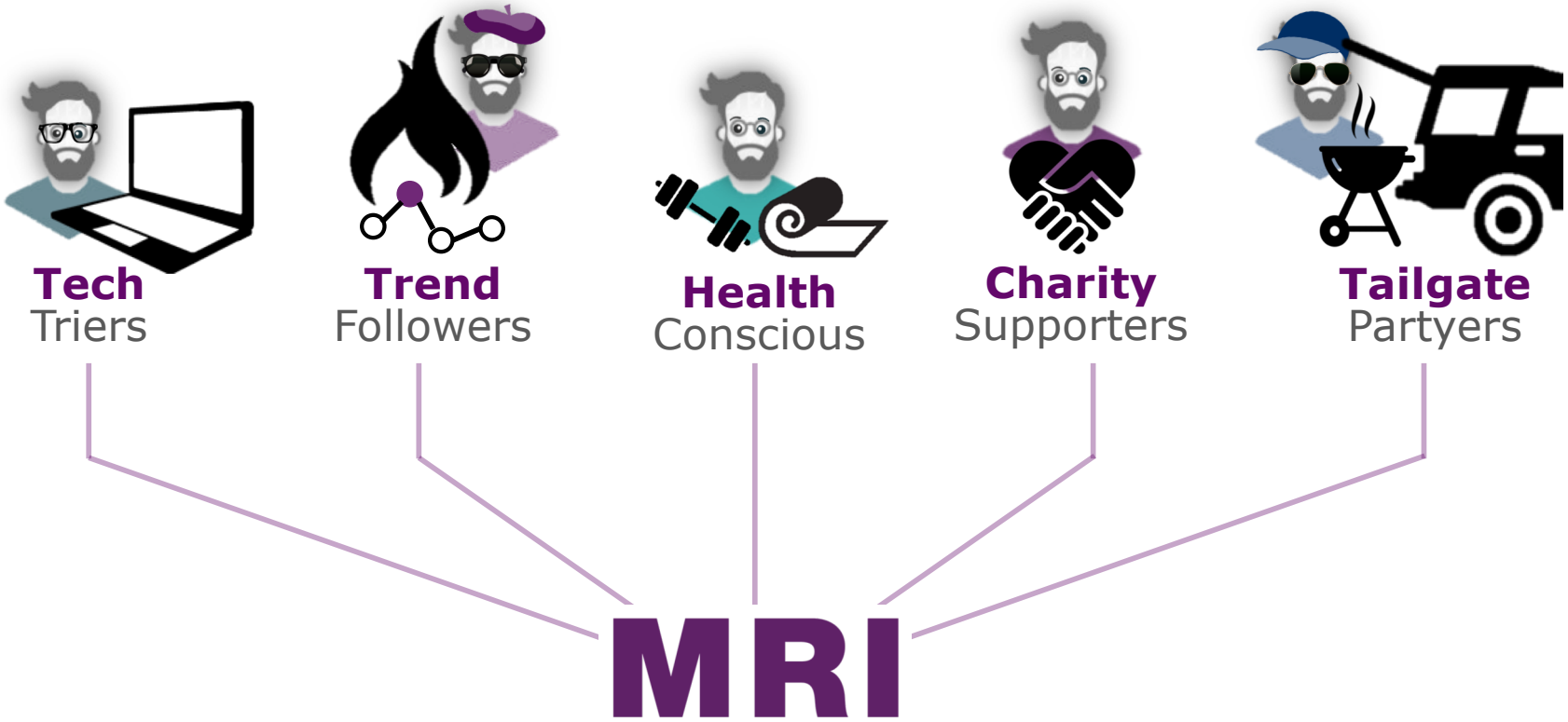
MRI SIMMONS

MRI's Survey of the American Consumer

Media Rating Council accredited

Single source data

The journey of **Attitudinal Segments**



Consistency in **Audience targeting**

MRI SIMMONS

Question is, how consistent can we be?

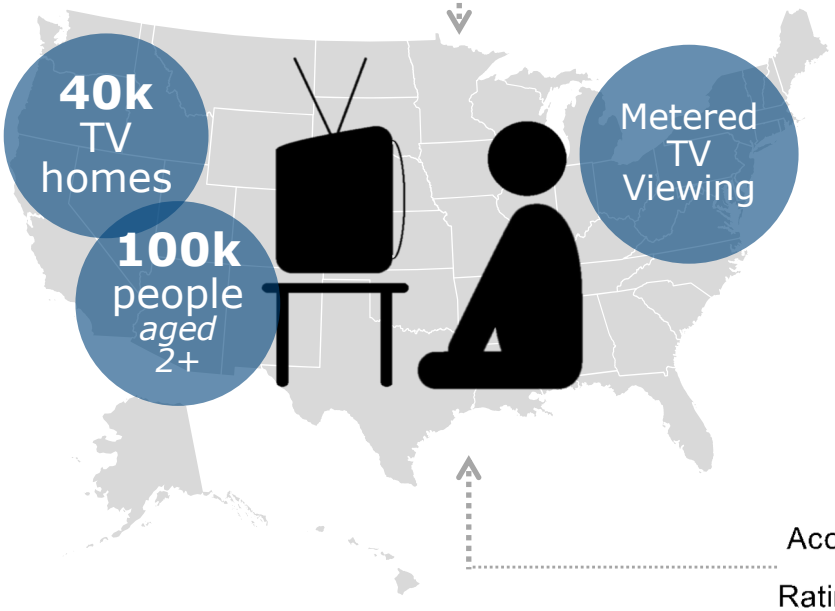
Nielsen/MRI Fusion

Component data sets

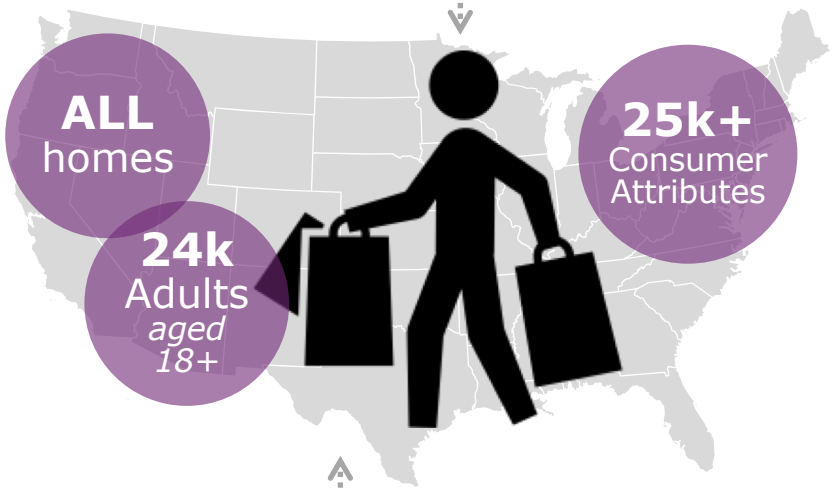
MRI SIMMONS

Nielsen National Panel

Linear TV Currency Measurement

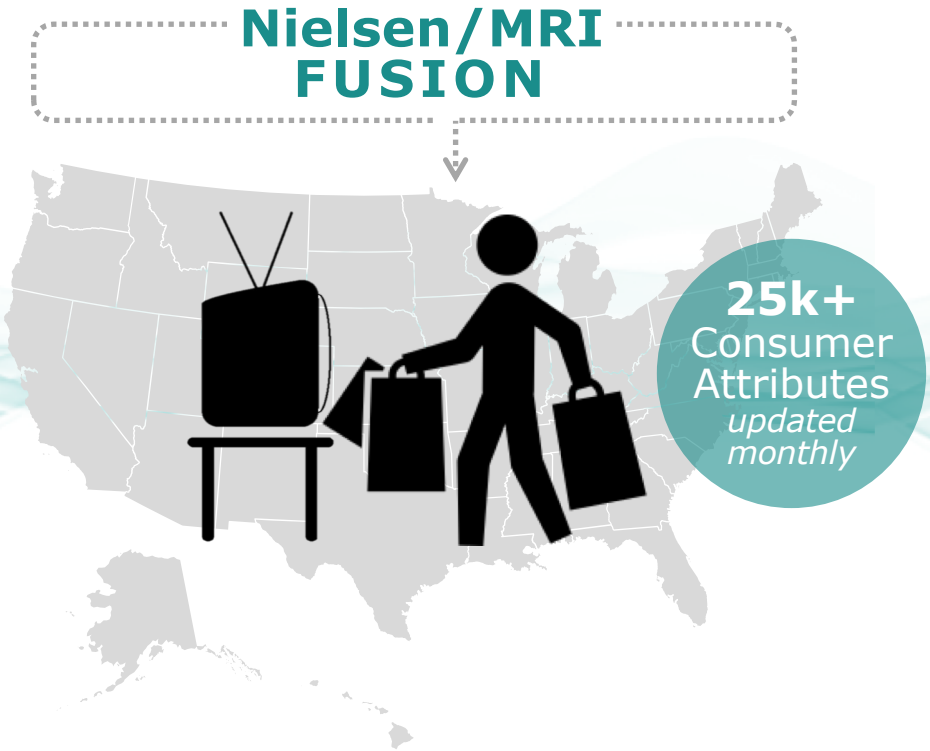


MRI Survey of the American Consumer



Accredited by Media Rating Council®

Nielsen/MRI
Fusion



How do we systematically assess **Segment consistency**?

MRI SIMMONS

Segment size and penetration

Segment profiles
- Profile distributions
- Profile skews
- Differences
- Correlations

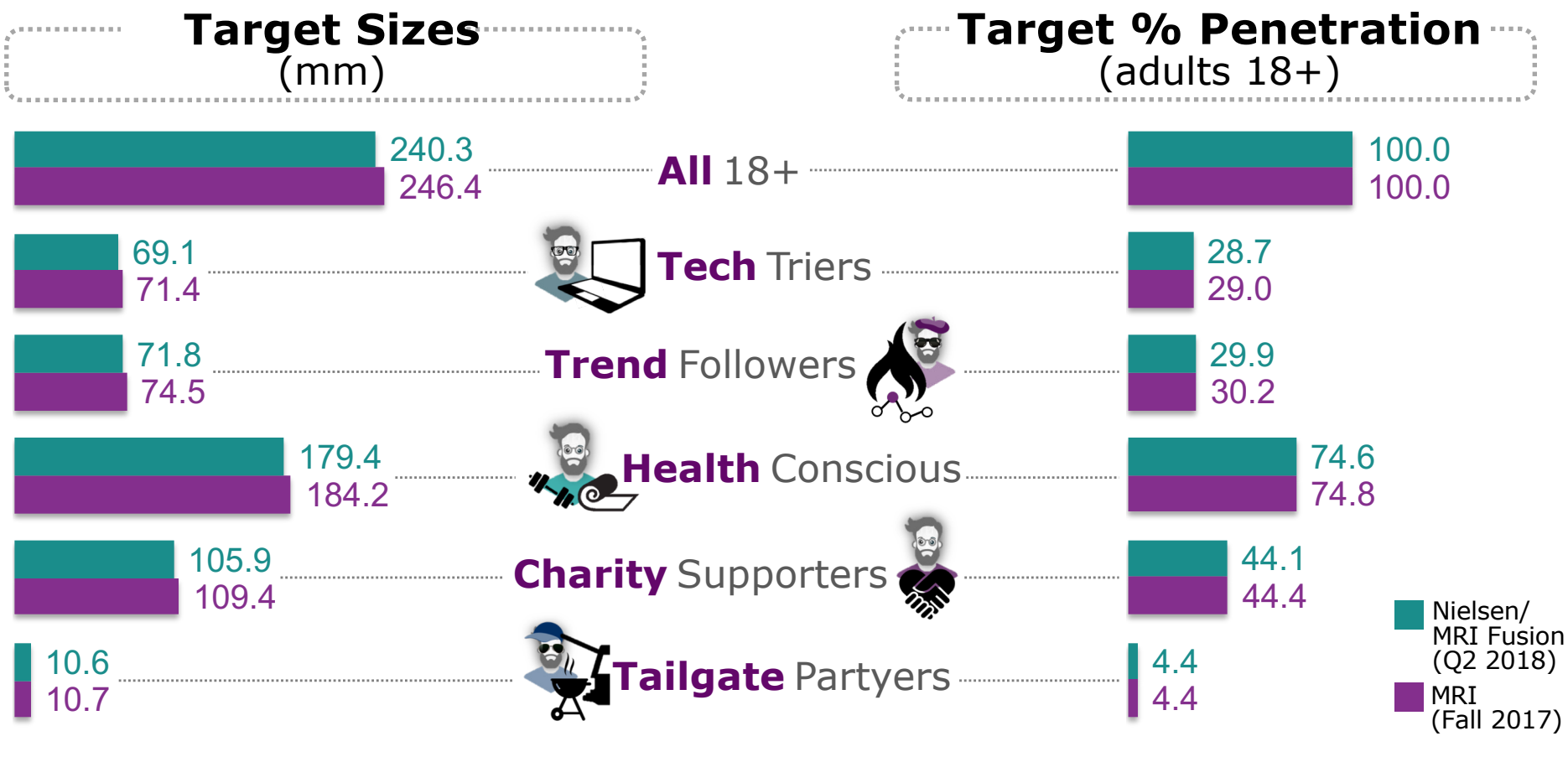
- Gender
- Age
- Gender by Age
- Race
- Origin
- Language*
- Income
- Presence of Children
- Education
- Occupation
- County Size*
- Territory*

47 Profile Variables

* Only available with MRI and Fusion data

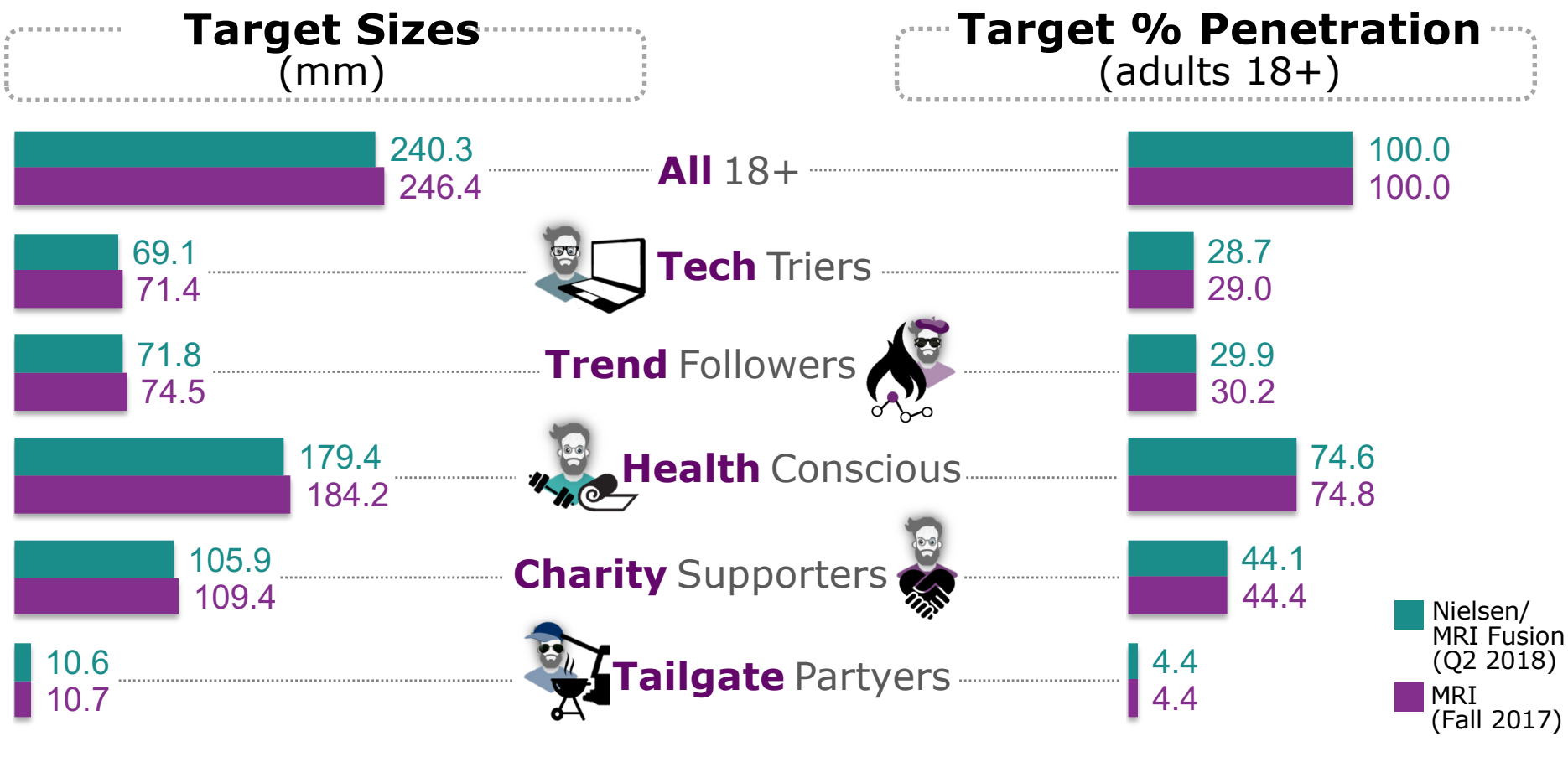
Segment Size & Penetrations

Very close alignment



Segment Size & Penetrations

Very close alignment



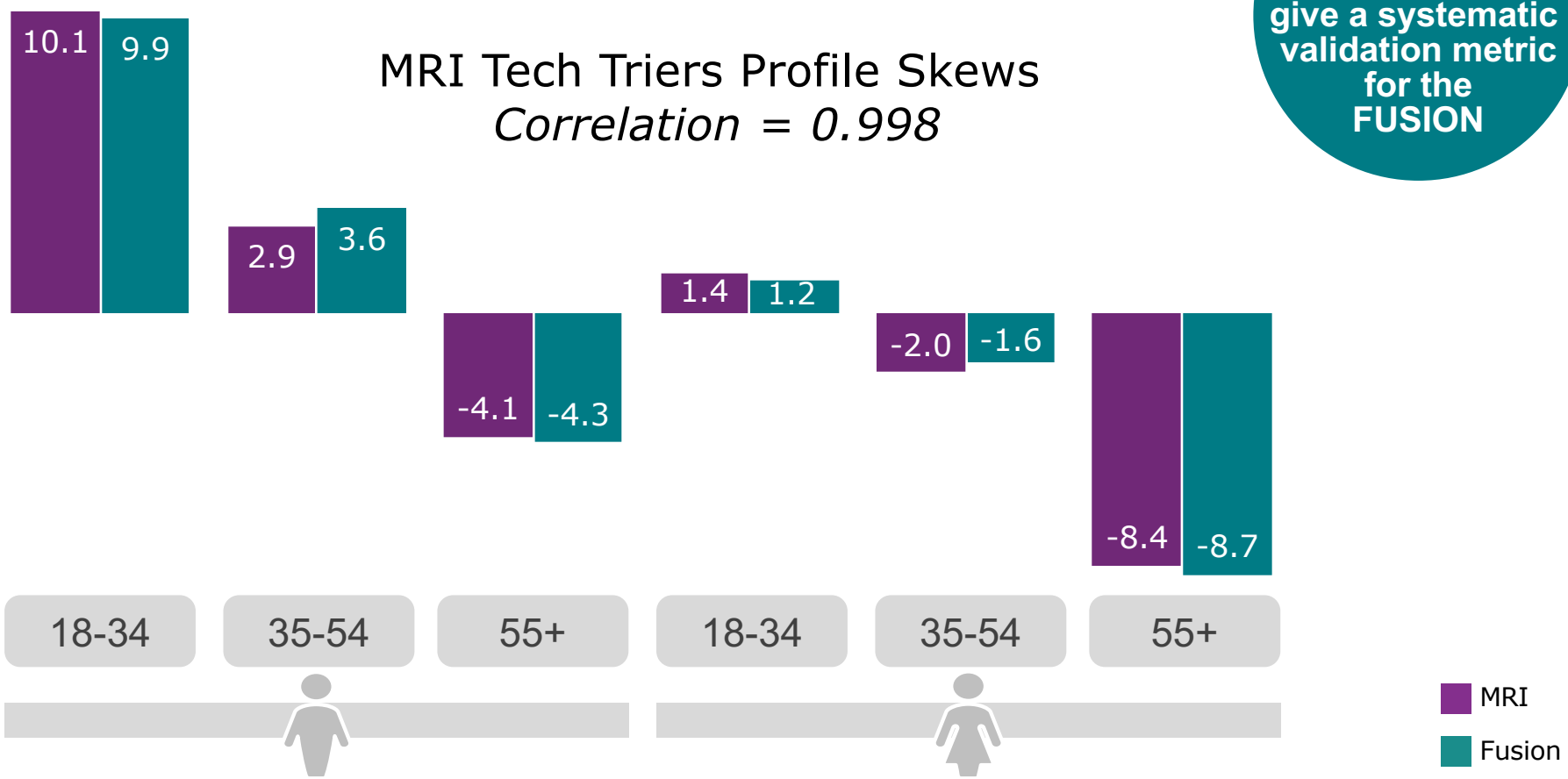
Example

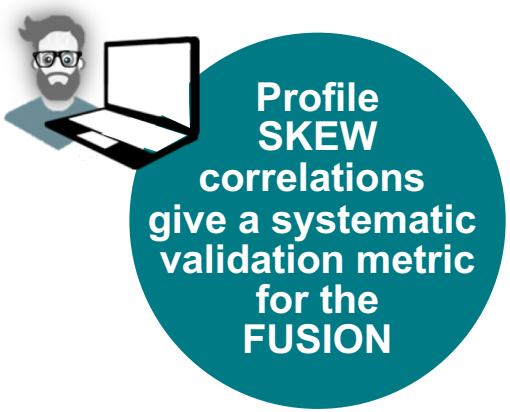
Assessing Profiles

		Adults 18+		Tech Triers	
		MRI	FUSION	MRI	FUSION
MALE	18-34	15.0	14.5	25.2	24.4
MALE	35-54	16.5	16.3	19.5	19.9
MALE	55+	16.7	17.4	12.6	13.1
FEMALE	18-34	15.0	14.5	16.4	15.6
FEMALE	35-54	17.2	17.0	15.3	15.4
FEMALE	55+	19.5	20.3	11.1	11.6

Example

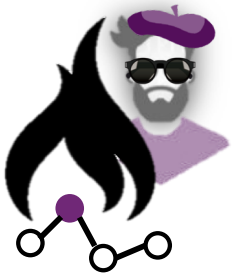
Assessing Profiles





Profile Skew Correlations
All very good

MRI SIMMONS



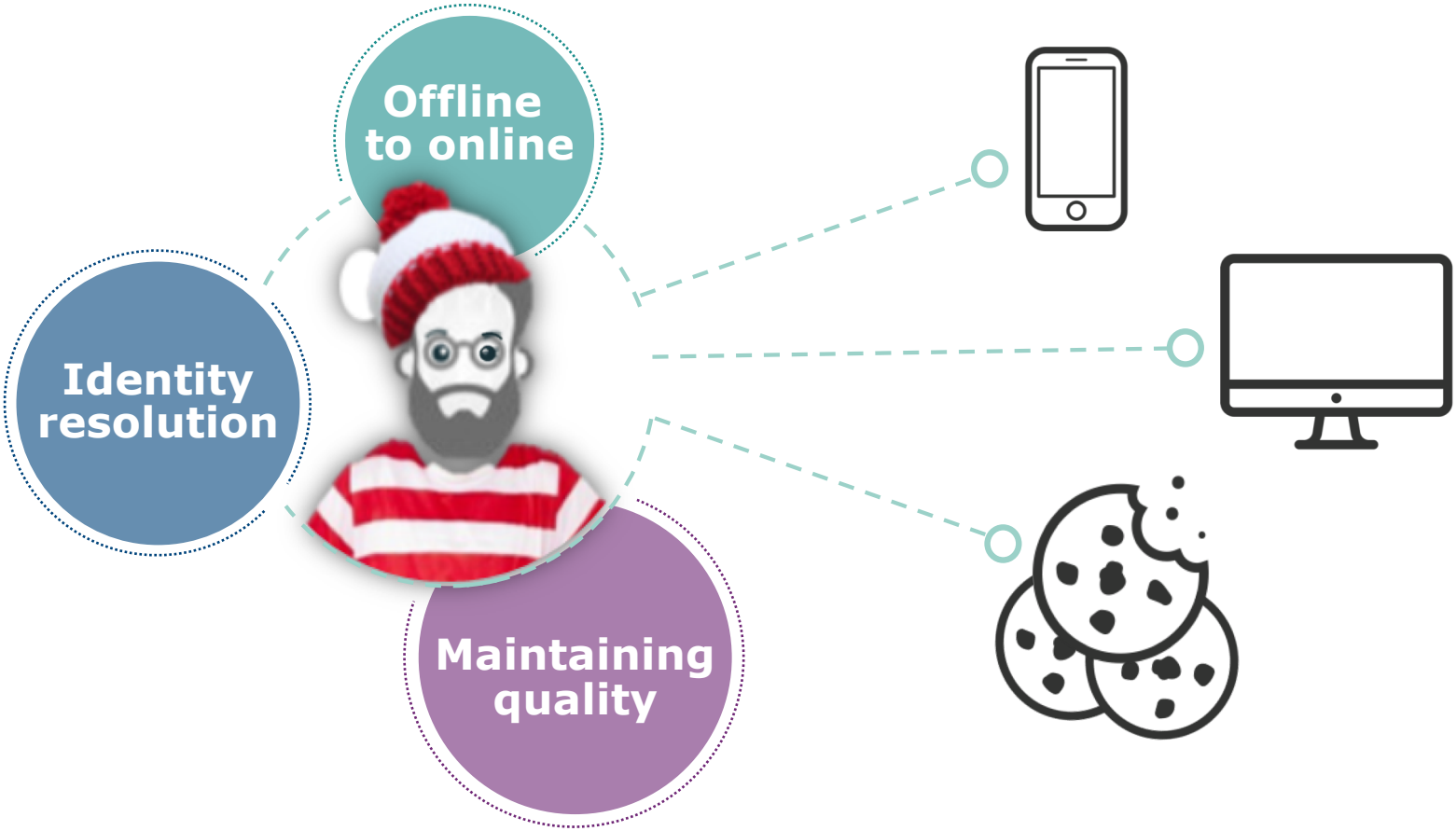
	Tech Triers	**Trend** Followers	**Health** Conscious	**Charity** Supporters	**Tailgate** Partyers
Age/ Gender	1.00	1.00	1.00	.99	1.00
All 47 Profiles	.97	.95	.98	.92	.89

The Fusion works well

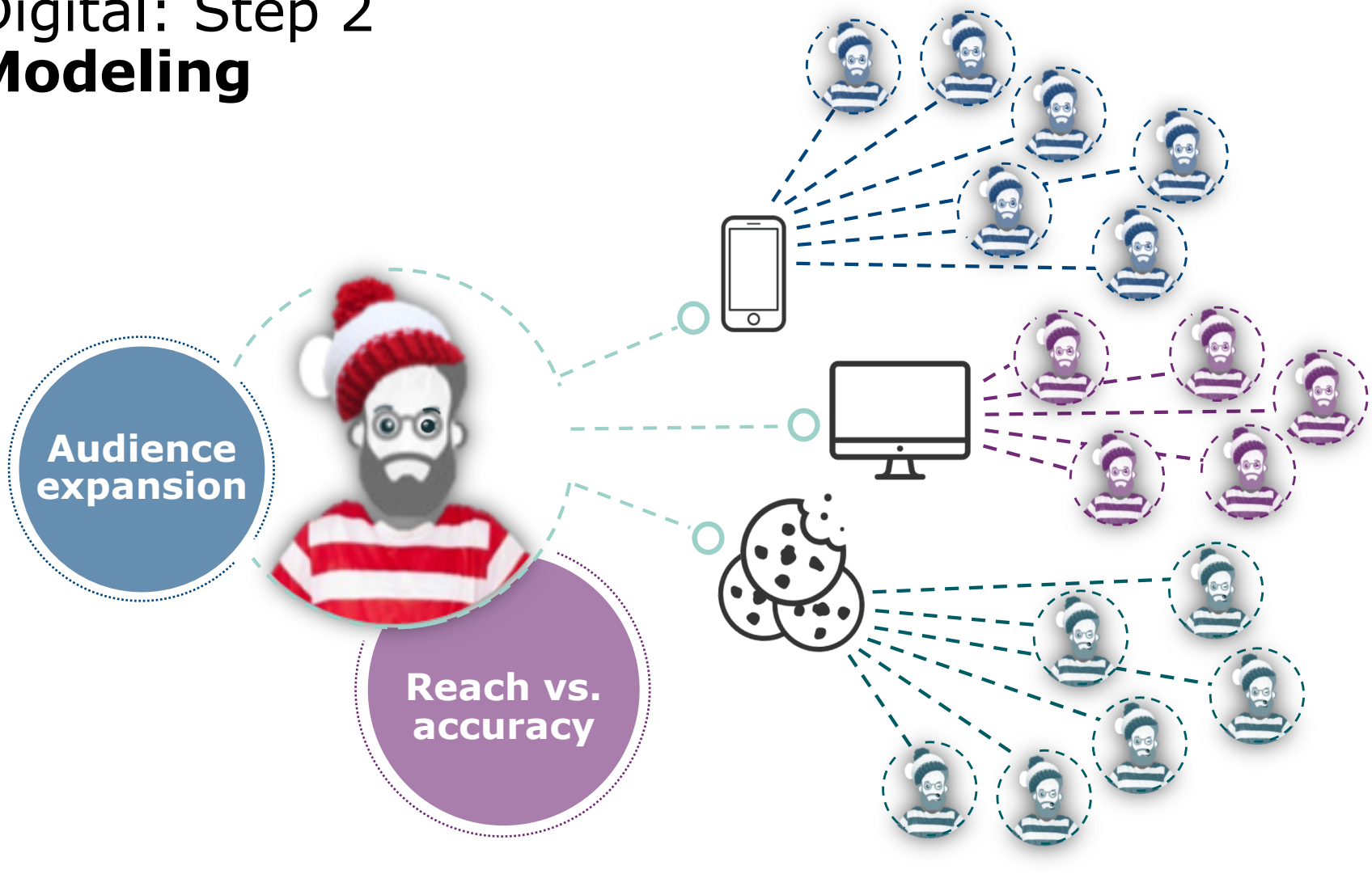
Target sizes align very well

Profiles very well matched

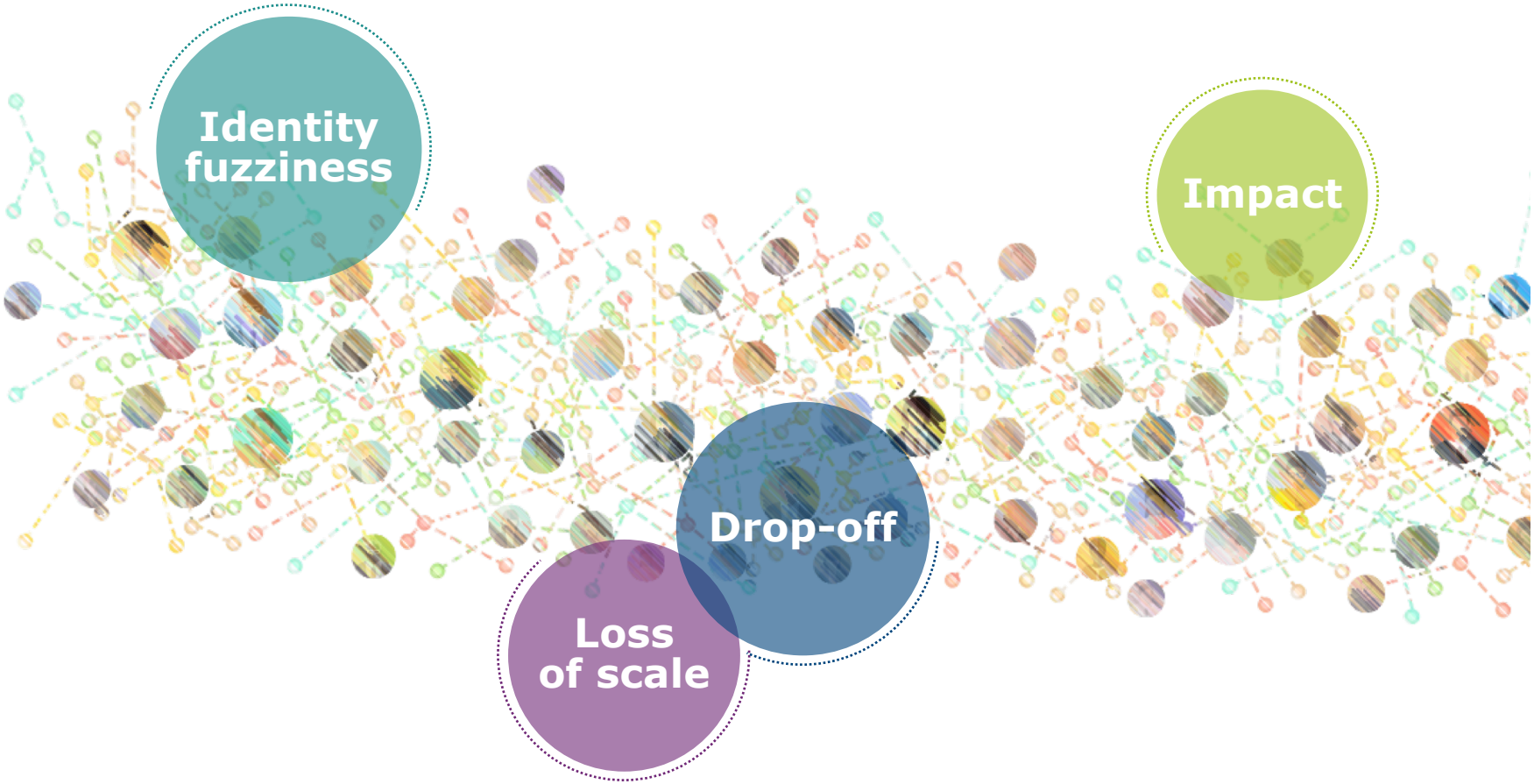
Digital: Step 1
Marrying the offline assets



Digital: Step 2
Modeling

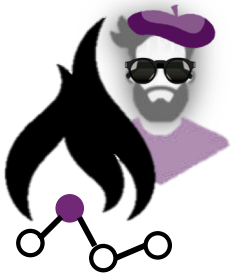


Digital
Distribution challenges



Segment Size

MRI SIMMONS



	Tech Triers	Trend Followers	Health Conscious	Charity Supporters	Tailgate Partyers
MRI	71.4	74.5	184.2	109.4	10.7
FUSION	69.1	71.8	179.4	105.9	10.6
acxiom	39.5	39.7	40.0	39.4	41.8
4INFO	24.3	20.9	21.8	19.5	19.1

Target Sizes *(mm)*

Reviewing the profiles

		Tech Triers				Tailgate Partyers			
		MRI	FUSION	acxiom	4INFO	MRI	FUSION	acxiom	4INFO
MALE	18-34	25.2	24.4	24.4	21.4	25.6	25.8	13.7	12.7
	35-54	19.5	19.9	28.3	28.8	20.8	20.0	33.0	34.5
	55+	12.6	13.1	22.7	21.7	7.8	8.2	19.2	19.6
FEMALE	18-34	16.4	15.6	6.6	8.3	18.2	18.0	7.8	7.2
	35-54	15.3	15.4	10.1	11.2	15.9	15.9	17.4	17.4
	55+	11.1	11.6	8.0	8.6	11.8	12.2	8.9	8.6
Profile Skew Correlation		1.0	.97	.65	.62	1.0	.89	.71	.70

Final Thoughts
Wrap-up