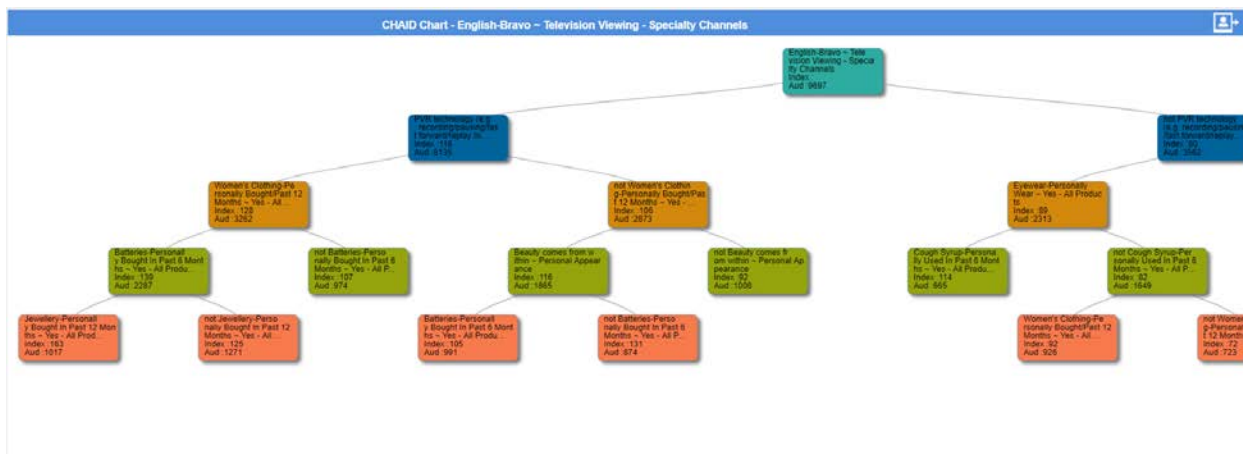
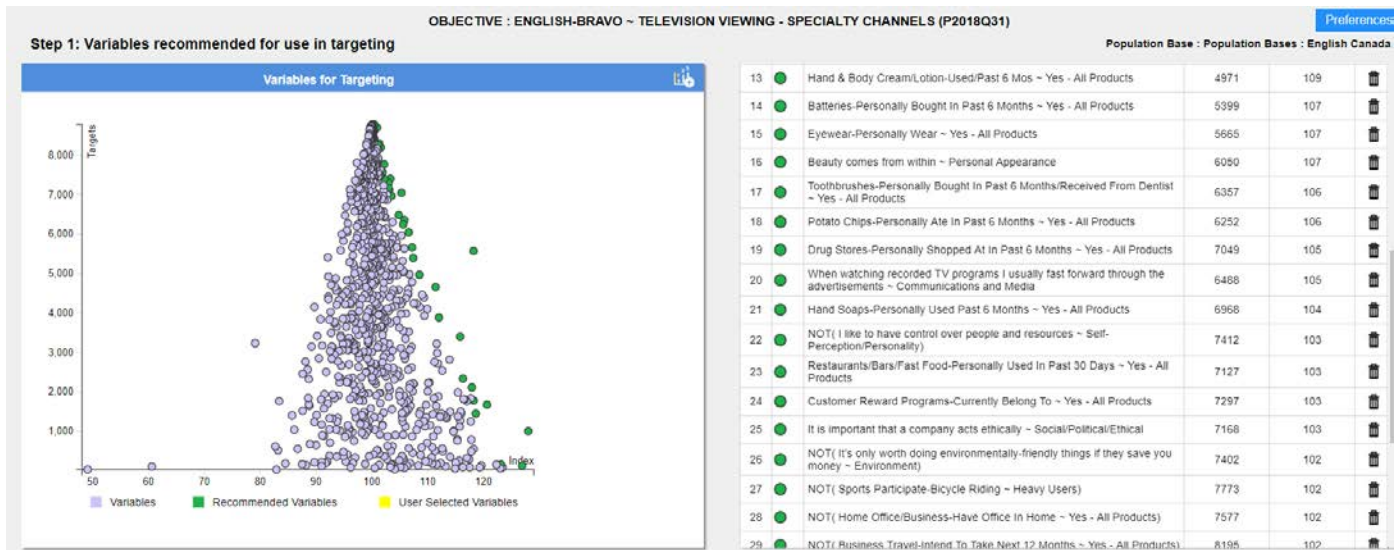


## Telmar Audience Effects – Dissecting large data for targeting insights

In today's world of big data, Telmar is offering a solution to quickly dissect and bring to life large sets of variables when trying to understand a profile of a target. Typically, targeting analysis is looked in isolation across demographic, attitudinal, product consumption or media usage variable groups, which results in a tedious, time-consuming review to identify high reach and high index variables.

With Telmar Audience Effects one could layer all groups of variables together and see the entirety of the results in a scatter plot. The process of dual screening reach and index is now completed in minutes across 1,000s of variables. A short list of variables result giving one the ability to immediately gauge the profile of the target and options to further review the final variables back into in crosstab.

Optionally, per the final variable list selected, one can run a predictive algorithm to identify mutually exclusive audience segments. Further, a proprietary Telmar Causal algorithm is offered to identify the proportion of each audience segment that would be most responsive to advertising messages – a unique Telmar benefit.



For further information, please call your Telmar client service representative or email [AccountServices@Telmar.com](mailto:AccountServices@Telmar.com)

Telmar Audience Effects incorporates the greatest number of syndicated and proprietary databases of any planning software, supports a wide range of data fusions and integrations, and includes Telmar's proprietary time-spent survey for reach and frequency calculations (US Edition only).

For further information, including pricing, please contact your Telmar Sales or Client Service representative.

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