telmar

Telmar Audience Effects Documentation

Telmar Group Inc.
711 Third Avenue
New York, NY 10017
+ 1 212 725 3000 - www.telmar.com

Telmar Audience Effects Help

Table of Contents

Telmar Audience Effects Help

1. General Information

Telmar Audience Effects (TAE) is a tool to provide the user with a quick way to find the most promising groups or segments of people to target advertising for a product or service, and subsequently pass those segments to media and channel planning tools and actuators such as online publishing companies and Demand Side Platforms (DSPs).

The system works with large syndicated and proprietary databases which contain product consumption data from which the target is selected, and demographic, attitudinal, or media data, called persona, which are analyzed to create the segments of those variables that are best targeted in the advertising for the targeted brand or service.

SurveyTime is used to enter the target (entered as a column 1) and the demographic, attitudinal, life style, consumption of other products or media data (entered as rows).

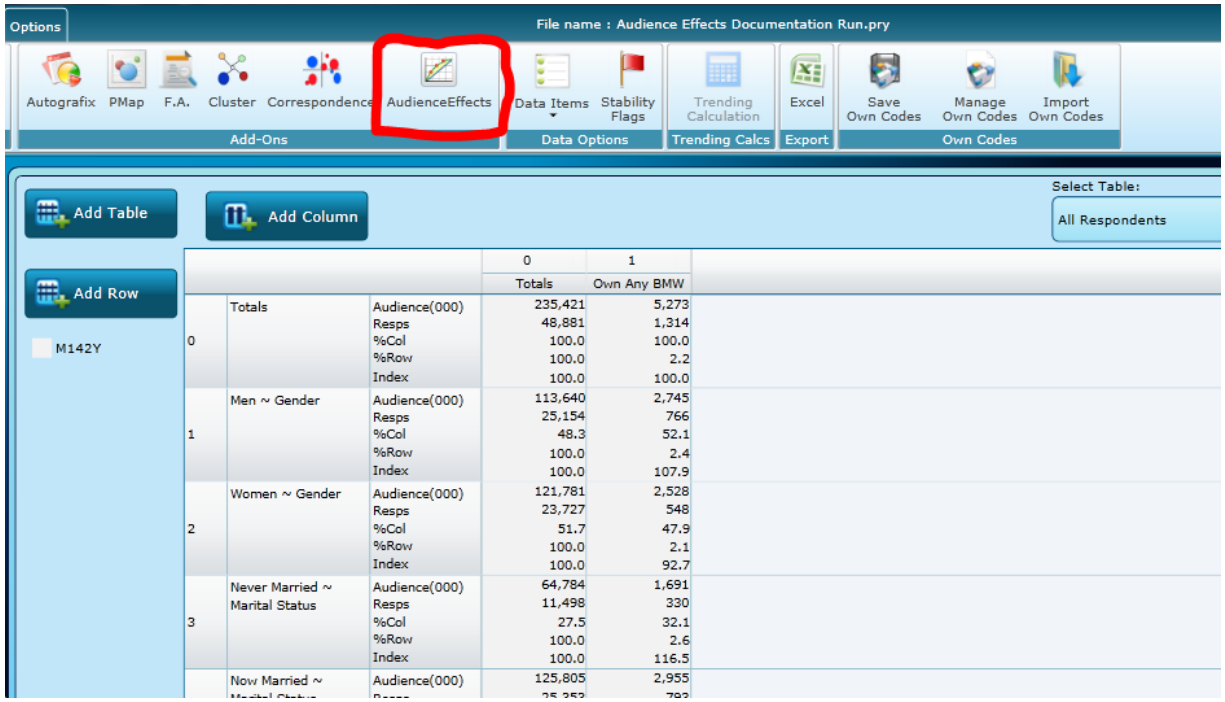


Fig. 1: General view of Survey Time with TAE icon (highlighted)

TAE is launched by clicking on the tab in SurveyTime. SurveyTime then passes that information to TAE. Only one target (column 1) can be passed to TAE at a time.

The user selects the target or service (for example, own any BMW), and a list of variables to consider to build the segments, such as demographics, buying styles, attitudes, media consumption, or digital persona. Many variables can be entered for the analysis of the selected target, but they must all be binary variables. Binary variables are variables for which a respondent can be classified as being part of the definition or not. No variables which represent a value, such as a mean, median, or volume of consumption can be entered. If they are entered inadvertently, TAE will automatically remove them from the analysis and notify the user that variables of this type were filtered out. Thus, many variables can be quickly entered as rows and TAE will automatically remove those that cannot be used.

TAE automatically creates the "NOT" condition for all the variables it analyzes, thus doubling the number of variables used in the analysis from that entered. This is necessary to fully explore the relationships within the data, because the "NOT" of the variable could be better than the variable. TAE then reduces the list of all variables included so just the most promising variables remain, automatically runs a CHAID analysis on the resulting promising variables to create segments comprised of combinations of the promising variables, and optionally will analyze the groupings so they can be ranked using causal impact. Causal impact is calculated using Telmar's proprietary causal model (see Causal Analytics for Media Planning, on the Telmar Website—which also includes several references to Causal Analytics in the statistical trade journals). It estimates the segments after eliminating the random or *Baseline* effects within the data; relationships among respondents that occur regardless of the location of the respondent in any particular group. Thus, it yields an additional and more defined measurement of the change that can be created in the target than a correlation or simple index. For example, a group might have a high concentration of beer drinkers (i.e. high Index), but 90% of the respondents would drink beer not because they are members of the group, but because "everybody drinks". Telmar's causal model would estimate that 10% will be "group specific", while ordinary models try to capture all 100% of the group.

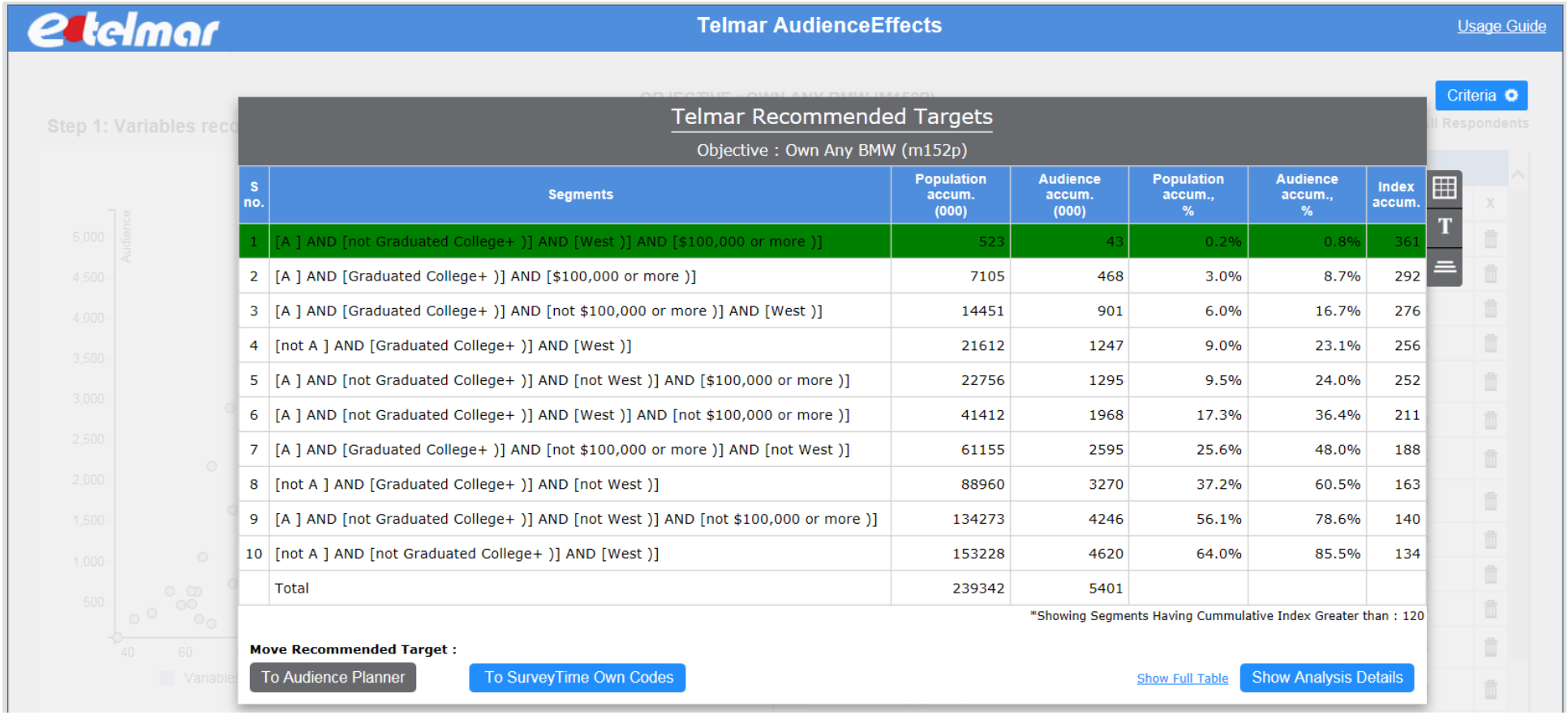
2. Entering Telmar Audience Effects and Default Results

Let us presume we want to identify how to target buyers of a BMW. The steps are:

1) Launch SurveyTime
2) Pick the database we will use
3) Choose the base for an analysis
4) Define the target of our analysis (buyers of a BMW in Column 1)
5) Enter all the respondent characteristics to be considered in creating the segments as rows
6) Click Audience Effects

The system will automatically check for variables that are a numerical value (such as a mean, median, or any calculated value) and eliminate them from the rows as these cannot be used in Audience Effects.

This sample analysis generates the report contained in Figure 2.1.



S no.	Segments	Population accum. (000)	Audience accum. (000)	Population accum., %	Audience accum., %	Index accum.
1	[A] AND [not Graduated College+)] AND [West)] AND [$100,000 or more)]	523	43	0.2%	0.8%	361
2	[A] AND [Graduated College+)] AND [$100,000 or more)]	7105	468	3.0%	8.7%	292
3	[A] AND [Graduated College+)] AND [not $100,000 or more)] AND [West)]	14451	901	6.0%	16.7%	276
4	[not A] AND [Graduated College+)] AND [West)]	21612	1247	9.0%	23.1%	256
5	[A] AND [not Graduated College+)] AND [not West)] AND [$100,000 or more)]	22756	1295	9.5%	24.0%	252
6	[A] AND [not Graduated College+)] AND [West)] AND [not $100,000 or more)]	41412	1968	17.3%	36.4%	211
7	[A] AND [Graduated College+)] AND [not $100,000 or more)] AND [not West)]	61155	2595	25.6%	48.0%	188
8	[not A] AND [Graduated College+)] AND [not West)]	88960	3270	37.2%	60.5%	163
9	[A] AND [not Graduated College+)] AND [not West)] AND [not $100,000 or more)]	134273	4246	56.1%	78.6%	140
10	[not A] AND [not Graduated College+)] AND [West)]	153228	4620	64.0%	85.5%	134
	Total	239342	5401			

*Showing Segments Having Cummulative Index Greater than : 120

Fig. 2.1: The default outcome of Audience Effects

The identified segments are paths through a CHAID tree and are sorted in descending order based on the Index. The most promising group (the first one) has 523 (000) people who live in Counties Size A, are not among those who have Graduated College Plus, live in the West Census Region and have Income more than $100,000, out of which 43,000 own BMW. The segment represent 0.2% of the total population and contains 0.8% of the BMW owners, which yields an index of 361 ((0.8/0.2)*100). Thus moving down the list of segments indicates the incremental number and percentage of the total population added to the population and the incremental number and percentage of those in the target, in this case Own a BMW.

At the bottom of the table the default Index value for inclusion in the analysis is displayed (Index must be greater than 120). Clicking the Show Full Table link will display the full analysis of all variables used.

There are three icons in the upper right corner of the exhibit:

 clicking this icon will toggle between cumulative and non-cumulative versions of the exhibit (see Figures 2.1, 2.2 and 2.3)

 clicking this icon will toggle between the short and long title option available in SurveyTime

 clicking this icon will toggle between stacked and non-stacked versions of the components of each group. The stacked version puts each variable that is a component of a target group (each row in the table is a target group) on a separate line within the row for each target group (see Figure 2.2).

Telmar Recommended Targets

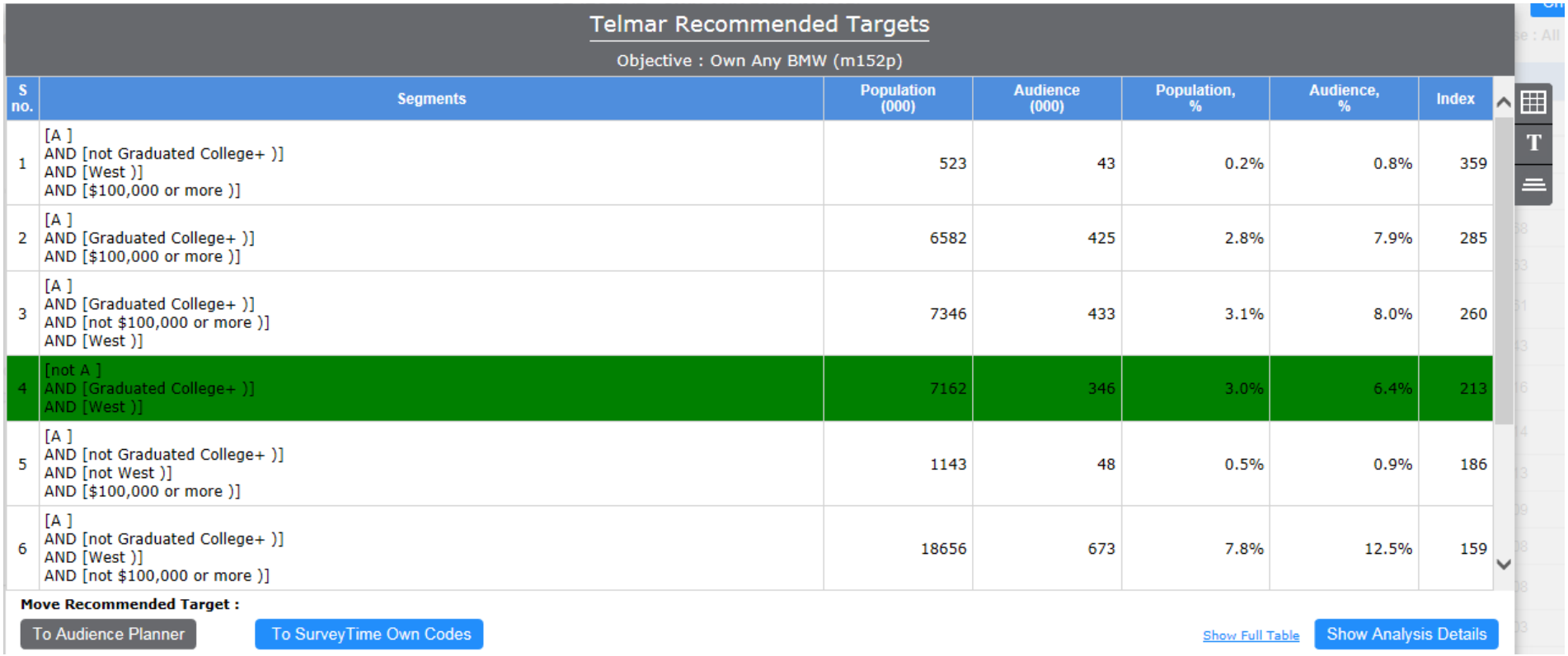
Objective : Own Any BMW (m152p)

S no.	Segments	Population accum. (000)	Audience accum. (000)	Population accum., %	Audience accum., %	Index accum.
1	[A ~ County Size] AND [not Graduated College+ ~ Education - Highest Degree Received - Respondent] AND [West ~ Census Region] AND [$100,000 or more ~ Income - Individual Employment]	523	43	0.2%	0.8%	361
2	[A ~ County Size] AND [Graduated College+ ~ Education - Highest Degree Received - Respondent] AND [$100,000 or more ~ Income - Individual Employment]	7105	468	3.0%	8.7%	292
3	[A ~ County Size] AND [Graduated College+ ~ Education - Highest Degree Received - Respondent] AND [not $100,000 or more ~ Income - Individual Employment] AND [West ~ Census Region]	14451	901	6.0%	16.7%	276
4	[not A ~ County Size] AND [Graduated College+ ~ Education - Highest Degree Received - Respondent] AND [West ~ Census Region]	21612	1247	9.0%	23.1%	256
5	[A ~ County Size] AND [not Graduated College+ ~ Education - Highest Degree Received - Respondent] AND [not West ~ Census Region] AND [$100,000 or more ~ Income - Individual Employment]	22756	1295	9.5%	24.0%	252
6	[A ~ County Size] AND [not Graduated College+ ~ Education - Highest Degree Received - Respondent] AND [West ~ Census Region] AND [not $100,000 or more ~ Income - Individual Employment]	41412	1968	17.3%	36.4%	211

Move Recommended Target :

To Audience Planner | To SurveyTime Own Codes | Show Full Table | Show Analysis Details

Fig 2.2. Stacked version of Figure 2.1 with cumulative values and long titles with first six segments selected



Telmar Recommended Targets

Objective : Own Any BMW (m152p)

S no.	Segments	Population (000)	Audience (000)	Population, %	Audience, %	Index
1	[A] AND [not Graduated College+)] AND [West)] AND [$100,000 or more)]	523	43	0.2%	0.8%	359
2	[A] AND [Graduated College+)] AND [$100,000 or more)]	6582	425	2.8%	7.9%	285
3	[A] AND [Graduated College+)] AND [not $100,000 or more)] AND [West)]	7346	433	3.1%	8.0%	260
4	[not A] AND [Graduated College+)] AND [West)]	7162	346	3.0%	6.4%	213
5	[A] AND [not Graduated College+)] AND [not West)] AND [$100,000 or more)]	1143	48	0.5%	0.9%	186
6	[A] AND [not Graduated College+)] AND [West)] AND [not $100,000 or more)]	18656	673	7.8%	12.5%	159

Move Recommended Target :

To Audience Planner To SurveyTime Own Codes Show Full Table Show Analysis Details

Fig 2.3. Stacked version of Figure 2.1 with non-cumulative values and short titles and fourth segment clicked

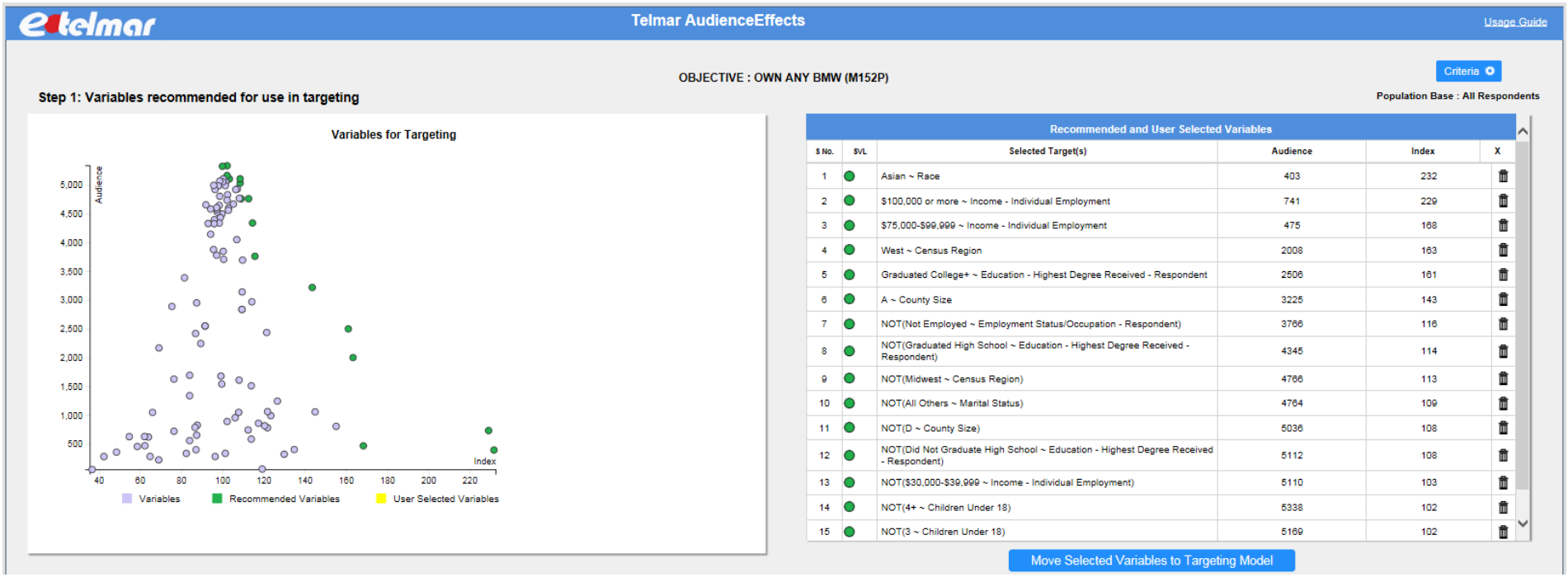
All the variations of Figure 2 represent the answer produced by Audience Effects using all the default settings. To generate the answer, it produces a shortened list of all the variables considered (and all the 'not' conditions of all the variables) consisting of only those that are most promising, runs a CHAID analysis of those variables, and selects the segments identified which are combinations of the variables identified in the CHAID analysis (i.e. pathways through the CHAID Tree which result in a high index).

At this point one can select an aggregated set of segments or an individual segment and move them directly to Telmar's Audience Planner for channel reach and frequency analysis by clicking To Audience Planner or pass the segments back to SurveyTime by clicking To SurveyTime Own Codes.

3. Analysis: Step 1

3.1. Defaults and Variable Selection

Clicking **Show Analysis Details** (see Figure 2.1) generates the following:



S No.	SVL	Selected Target(s)	Audience	Index	X
1		Asian ~ Race	403	232	
2		$100,000 or more ~ Income - Individual Employment	741	229	
3		$75,000-$99,999 ~ Income - Individual Employment	475	168	
4		West ~ Census Region	2008	163	
5		Graduated College+ ~ Education - Highest Degree Received - Respondent	2506	161	
6		A ~ County Size	3225	143	
7		NOT(Not Employed ~ Employment Status/Occupation - Respondent)	3766	116	
8		NOT(Graduated High School ~ Education - Highest Degree Received - Respondent)	4345	114	
9		NOT(Midwest ~ Census Region)	4766	113	
10		NOT(All Others ~ Marital Status)	4764	109	
11		NOT(D ~ County Size)	5036	108	
12		NOT(Did Not Graduate High School ~ Education - Highest Degree Received - Respondent)	5112	108	
13		NOT($30,000-$39,999 ~ Income - Individual Employment)	5110	103	
14		NOT(4+ ~ Children Under 18)	5338	102	
15		NOT(3 ~ Children Under 18)	5169	102	

Figure 3.1: Analysis Details

The Variables for Targeting chart graphically displays each variable in the analysis in a two dimensional scatter gram defined by the index of the variable AND the audience size of the variable (see Figure 3.2). To the right of the scatter gram is a table which contains the details of each variable selected for further analysis. The variables are ranked by index (see Figure 3.3)

The recommended variables for targeting are defined by individual variables entered (plus the 'NOT" version of the variables entered), which are determined by selection of the variables for which there is not a variable with a higher Index AND a higher audience size. These are indicated as green dots in Figures 3.2, 3.4.

Step 1: Variables recommended for use in targeting

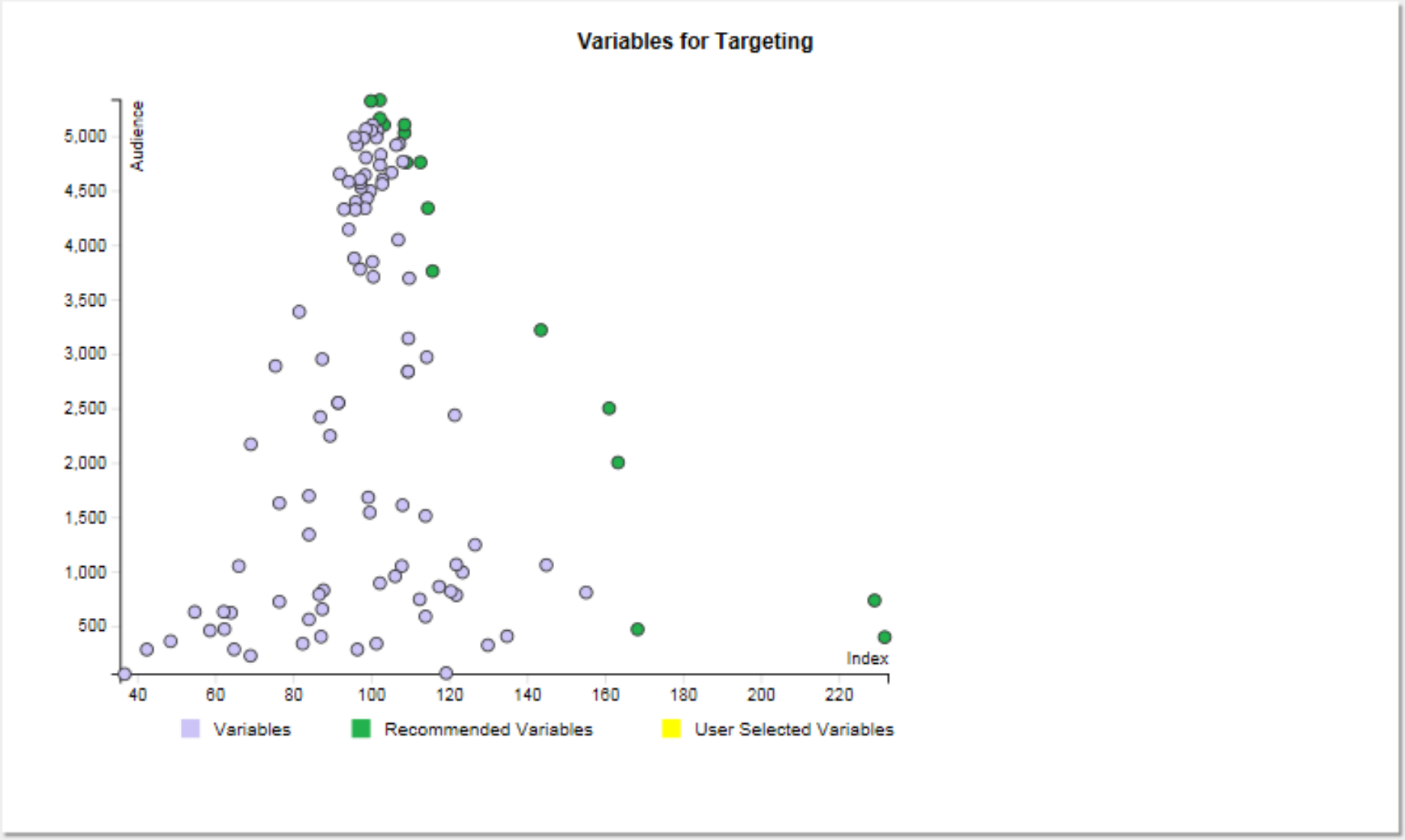
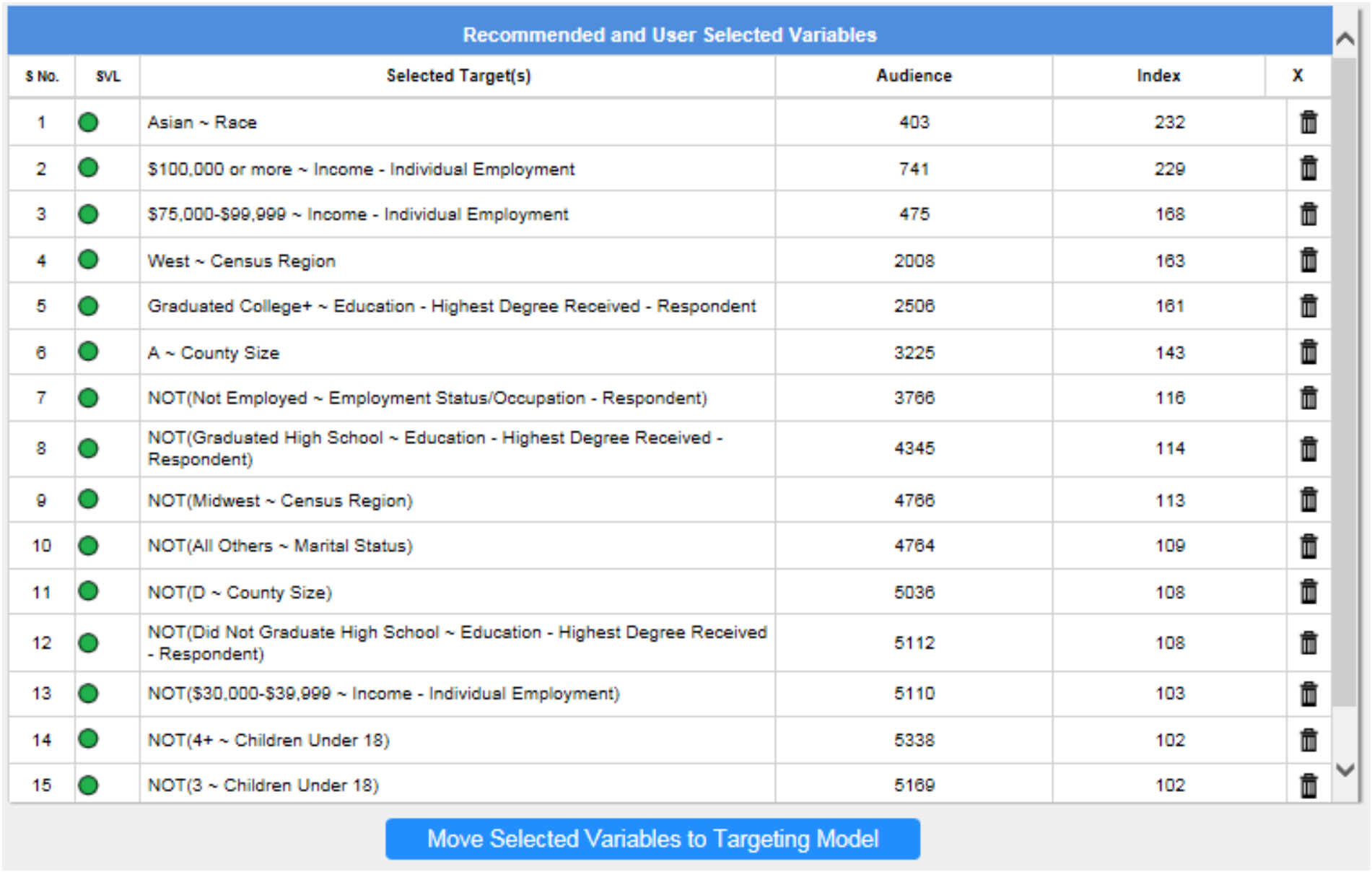


Fig. 3.2. Originally selected variables with their binary opposite and recommended subset, in green.



Recommended and User Selected Variables

$ No.	SVL	Selected Target(s)	Audience	Index	X
1		Asian ~ Race	403	232	
2		$100,000 or more ~ Income - Individual Employment	741	229	
3		$75,000-$99,999 ~ Income - Individual Employment	475	168	
4		West ~ Census Region	2008	163	
5		Graduated College+ ~ Education - Highest Degree Received - Respondent	2506	161	
6		A ~ County Size	3225	143	
7		NOT(Not Employed ~ Employment Status/Occupation - Respondent)	3766	116	
8		NOT(Graduated High School ~ Education - Highest Degree Received - Respondent)	4345	114	
9		NOT(Midwest ~ Census Region)	4766	113	
10		NOT(All Others ~ Marital Status)	4764	109	
11		NOT(D ~ County Size)	5036	108	
12		NOT(Did Not Graduate High School ~ Education - Highest Degree Received - Respondent)	5112	108	
13		NOT($30,000-$39,999 ~ Income - Individual Employment)	5110	103	
14		NOT(4+ ~ Children Under 18)	5338	102	
15		NOT(3 ~ Children Under 18)	5169	102	

Move Selected Variables to Targeting Model

Figure 3.3: Table of Recommended and User-selected Variables

Hovering over a dot in the Variables for Targeting scattergram will cause the definition, index and audience size to be displayed. Clicking on a dot will give the user the opportunity to add that variable to the selected variables if it is not already selected, or to deselect the variable if it is. A user can also draw a rectangle around a group of the variables and select or de-select all the variables in the rectangle (See Figure 3.4).

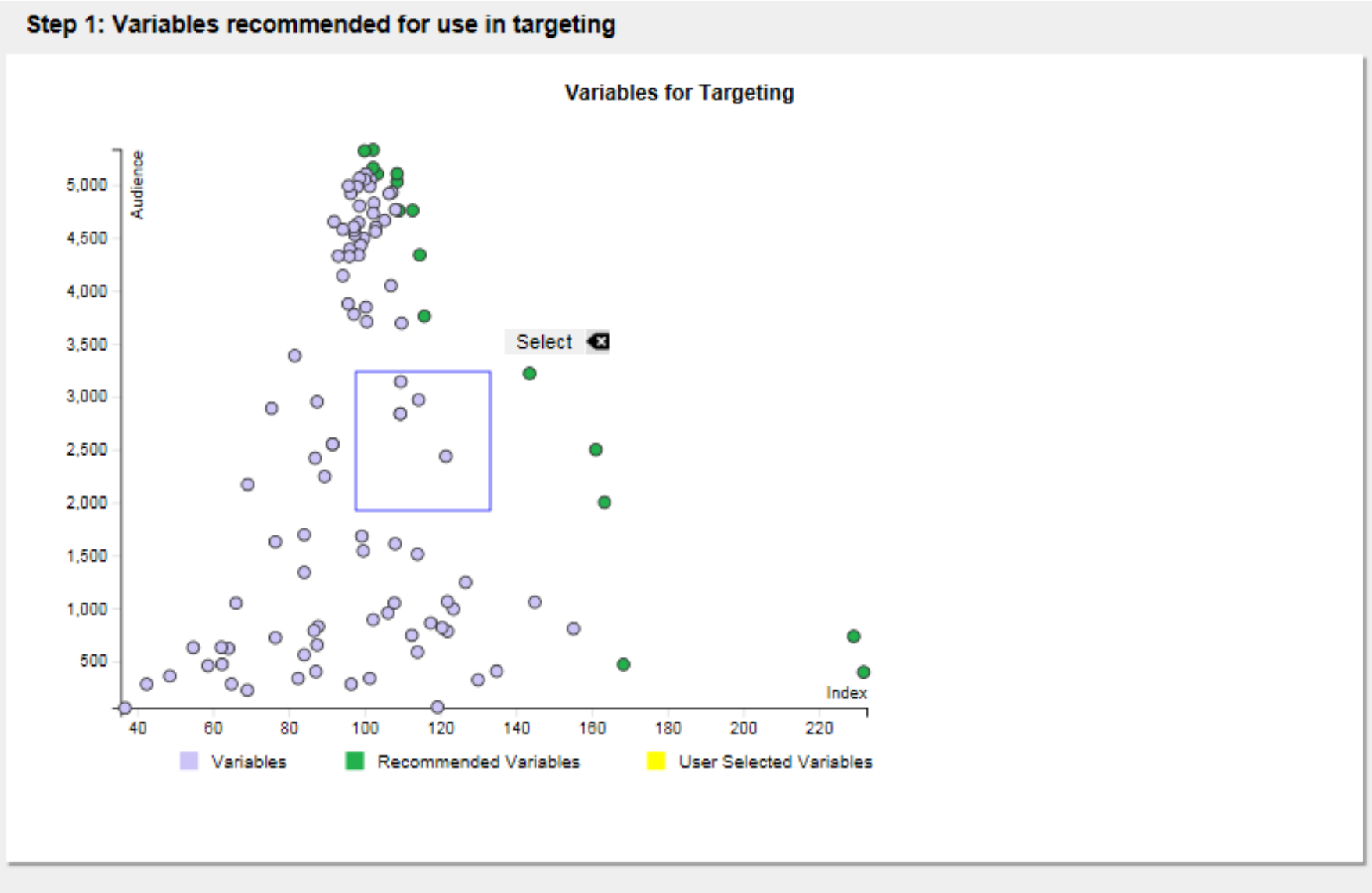


Fig. 3.4: Manually selected additional variables can be included in the analysis by clicking on them individually and clicking the select icon that appears, or in groups by surrounding them with a rectangle drawn on the chart and clicking on the select icon.

Manually selected variables appear on the chart in yellow (see Figure 3.5).

The Variables for use in the recommended variables for Targeting scattergram and the associated table are linked. Hovering over a variable in the scattergram causes the equivalent row in the table to be bolded, and hovering over a row in the table causes the corresponding dot in the scattergram to be appear larger.

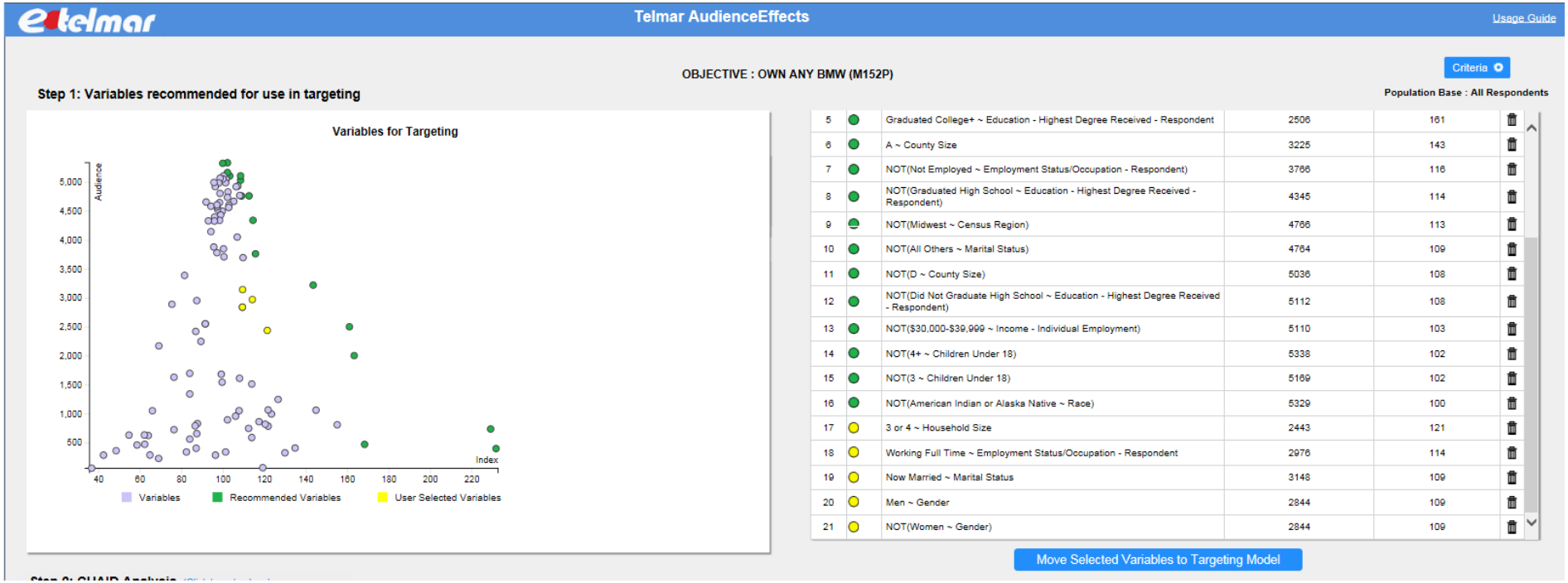
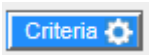


Fig. 3.5: Manually selected variables appear in yellow in the scattergram and the table.

Variables selected by default are those with the highest combination of a high audience for the target AND a high index.

3.2. Additional Variable Selection Tools

The user can also work with the Telmar Audience Effects selection process through the 

button above the Recommended and User Selected Variables table (See Figure 3.6)

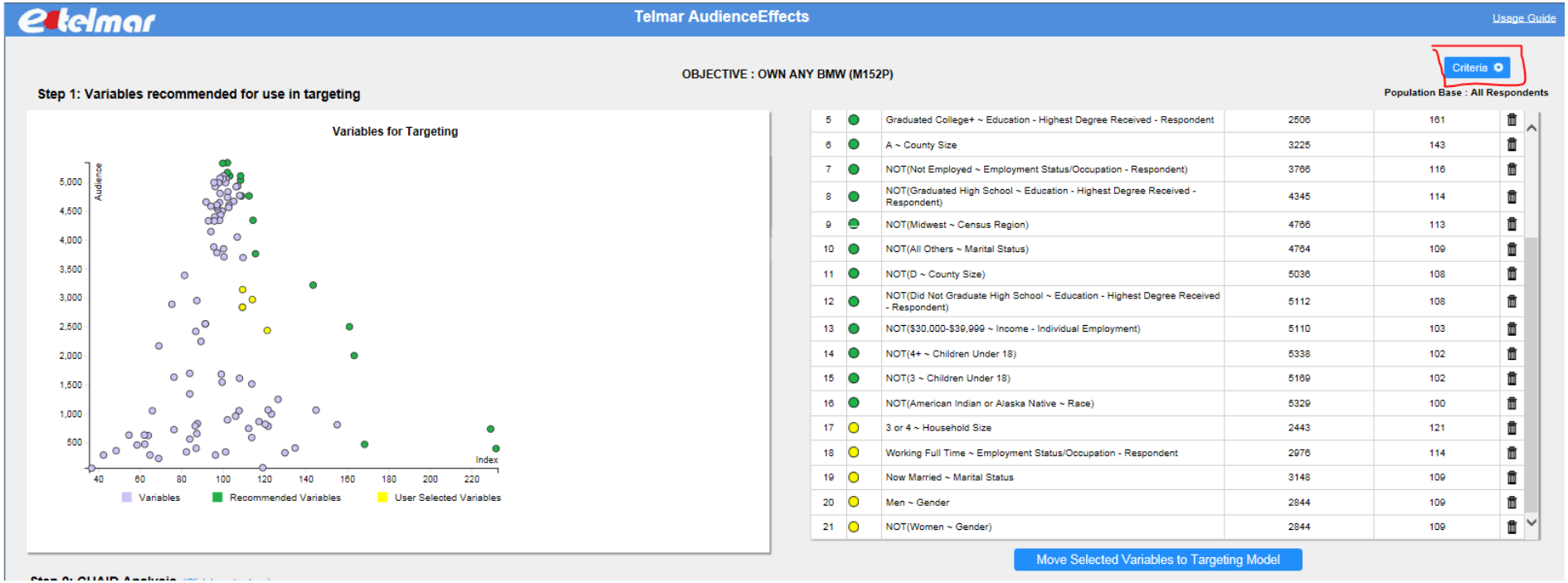


Figure 3.6: Criteria button highlighted in red

This enables the user to change the evaluation statistics from the default settings of Audience and Index to any of Sample, Audience, Index or Percent (See Figure 3.7). These change the vertical and horizontal axes of the scattergram. For example, if one wants to consider only groups with more than 1,000,000 people having Indexes no less than 130 one merely sets the thresholds desired in the appropriate box. Using Audience and Percentage will result in the same recommended variables, however the axes on the scattergram will reflect the selected criteria label (*e.g.* the percent of the Audience rather than the Audience in thousands).

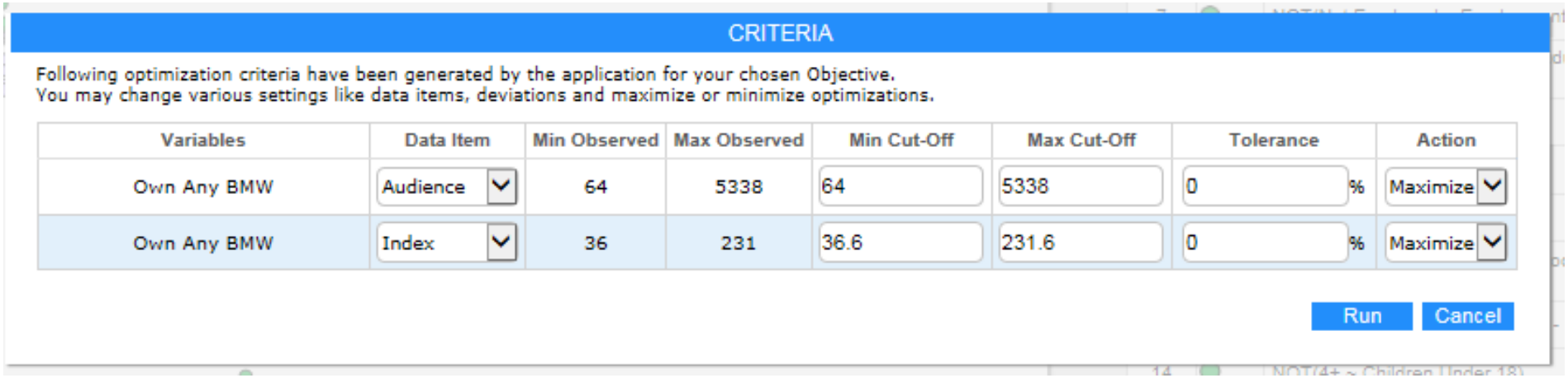


Figure 3.7: Criteria Screen

The table also displays the minimum and maximum observed values in the analysis and allows the user to adjust the minimum and maximum thresholds to be different than the minimum and maximum found in the data. The analysis can be set to minimize the selected criteria rather than maximize, for example if one wanted to create a campaign that targeted most-likely non-users rather than most likely users.

3.3. Tolerance

The default setting in Telmar Audience effects for tolerance is zero. This means any comparison made by the system is made in absolute terms. For example, if one variable has an index 135.6 and another variable has an index of 135.7, the second variable is larger than the first and the system acts on that difference. However, in many cases it makes sense to consider them practically equal and set some level of tolerance – say, 3% of the original values in their mutual deviation. Thus if two numbers are within 3% of one another, they are considered equal. Increasing the amount of tolerance in TAE increases the magnitude of the difference between two numbers the system allows before the variables are not treated as equal. The user can change the default tolerance by entering the desired percentage in the tolerance fields in the criteria table. In practical terms, adjusting the tolerance will enable the system to select groups of dots in the scattergram that are very close together, rather than just the one that has the largest absolute values.

Clicking the Run button causes the system to recalculate the variable metrics and run the CHAID analysis on the new set of recommended variables to produce the recommended segments.

3.4. Moving Selected Variables to Targeting Model

If the user has changed the selected variables from the default analysis created by Telmar Audience Effects, the analysis is regenerated by clicking on the

button. The user has two options (See Figure 3.8).

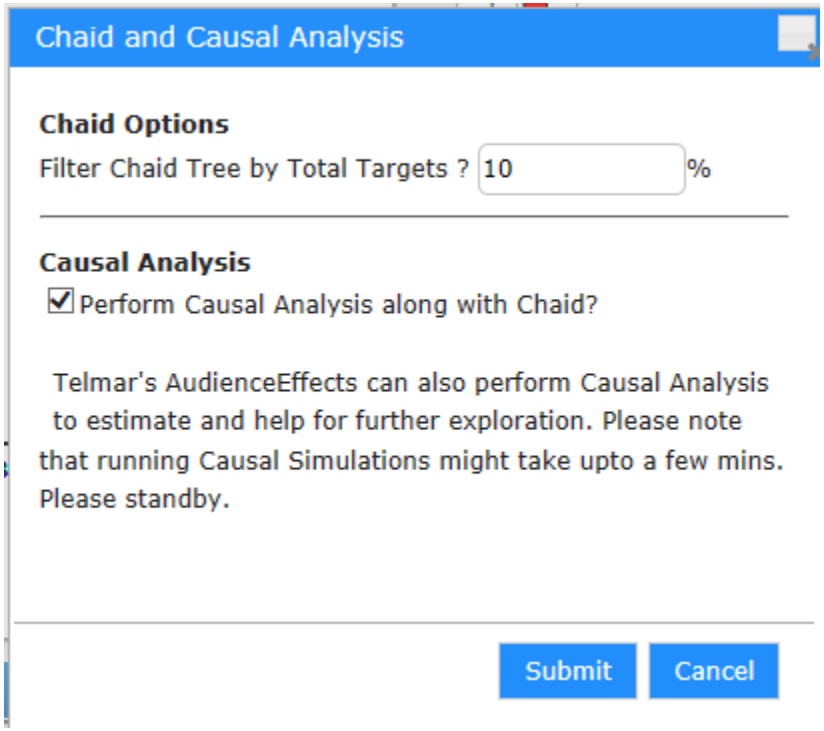


Figure 3.8: Targeting Model Options

The CHAID option allows the user to set the minimum percent of the target that must be present in a cell before CHAID can further analyze the cell for additional splits. This is an important option: the higher minimal volume of the targets in a cell allowed, the simpler and, generally, more transparent the CHAID solution is. Ultimately, the typical strategy is to work with just the few best segments of the population. Manipulating this value (together with input variables) will produce the best targeting for the specific circumstances of the analysis.

Optionally, the User can apply ***Telmar Causal Analytics*** to further analyze the resultant targets of the CHAID.

Causal Analysis takes our analysis of the CHAID-identified segments a step further by postulating that there is a serious contribution of baseline users in the adoption of a target behavior (in our example, owning a BMW); that some BMW owners own not because they belong to particular group (reflected in CHAID model), but because they own it regardless of membership in that specific group. Causality Analysis estimates and eliminates this baseline component (i.e. the part of the buy which doesn't depend on the grouping—which could be called *Baseline Consumption*) and ranks the resultant segment-causal component for the segments. In essence, we are left with the component of the target we can expect to affect with our ad because it appeals to those characteristics of BMW owners that share the segment-specific components. We interpret this measure to mean the degree to which the similarities of membership in the target behavior (A counties in the West without a college degree or higher education and earning 100,000+) **cause** the target behavior (BMW ownership). The ranking of the suggested segments will not change when causal analytics are applied to the CHAID results. Causal Analytics when applied to the CHAID analysis produces an additional set of metrics in addition to the Index-driven CHAID metrics. It provides an additional perspective to the traditional approach (see more in 4).

4. Analysis: Steps 2 and 3

4.1. CHAID Analysis

Step 2 in the report is a CHAID tree diagram (see Figure 4.2). The default setting is not to display the CHAID tree diagram. To make it appear click the Click Here to Show link next to Step 2: CHAID Analysis beneath the Variables for Targeting scattergram (see Figure 4.1).

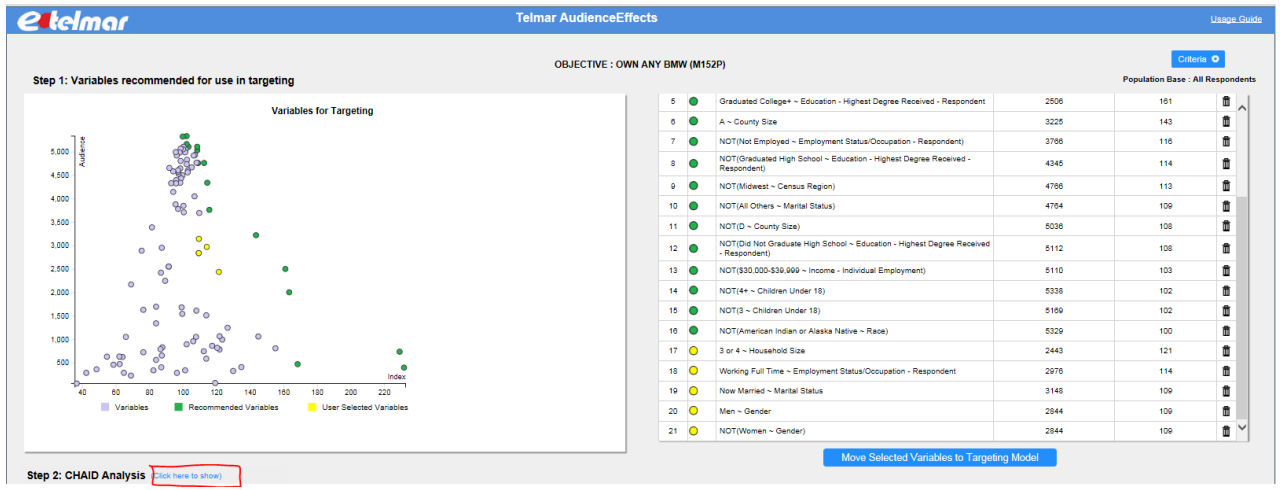


Figure 4.1: To un-hide the CHAID diagram click the Click Here to Show link next to the Step 2: CHAID Analysis

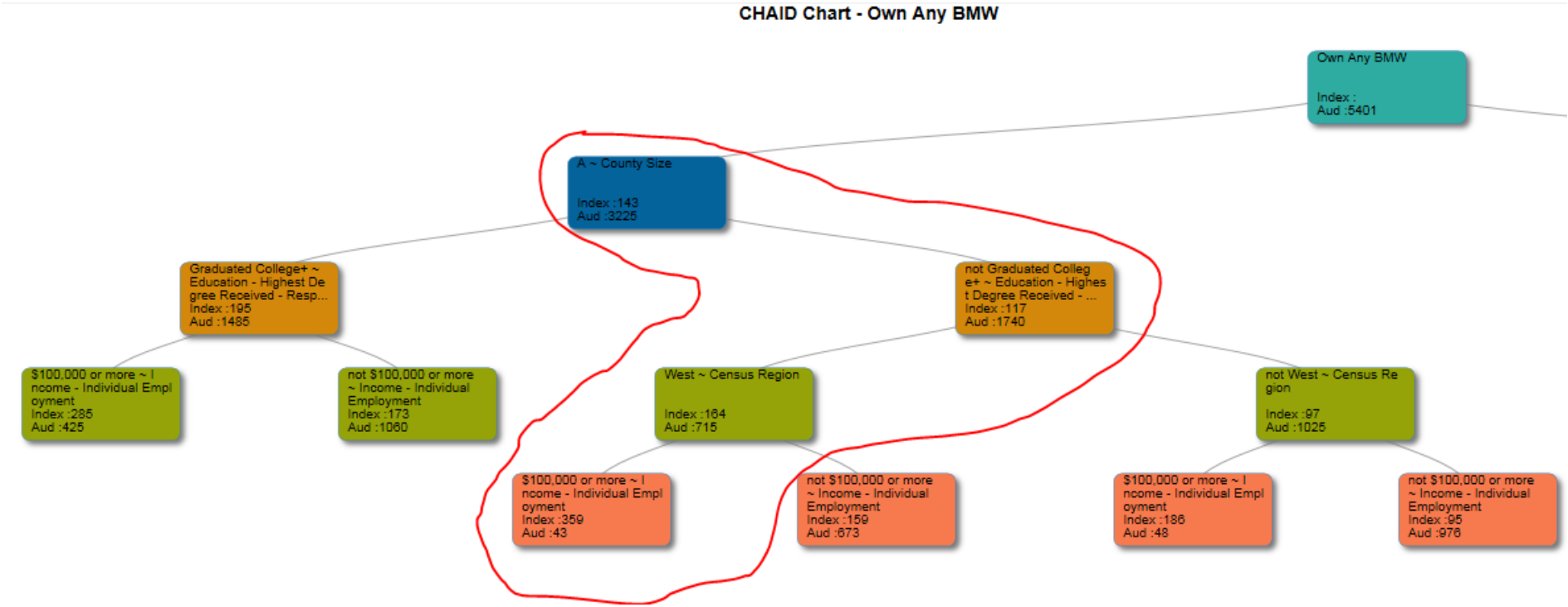
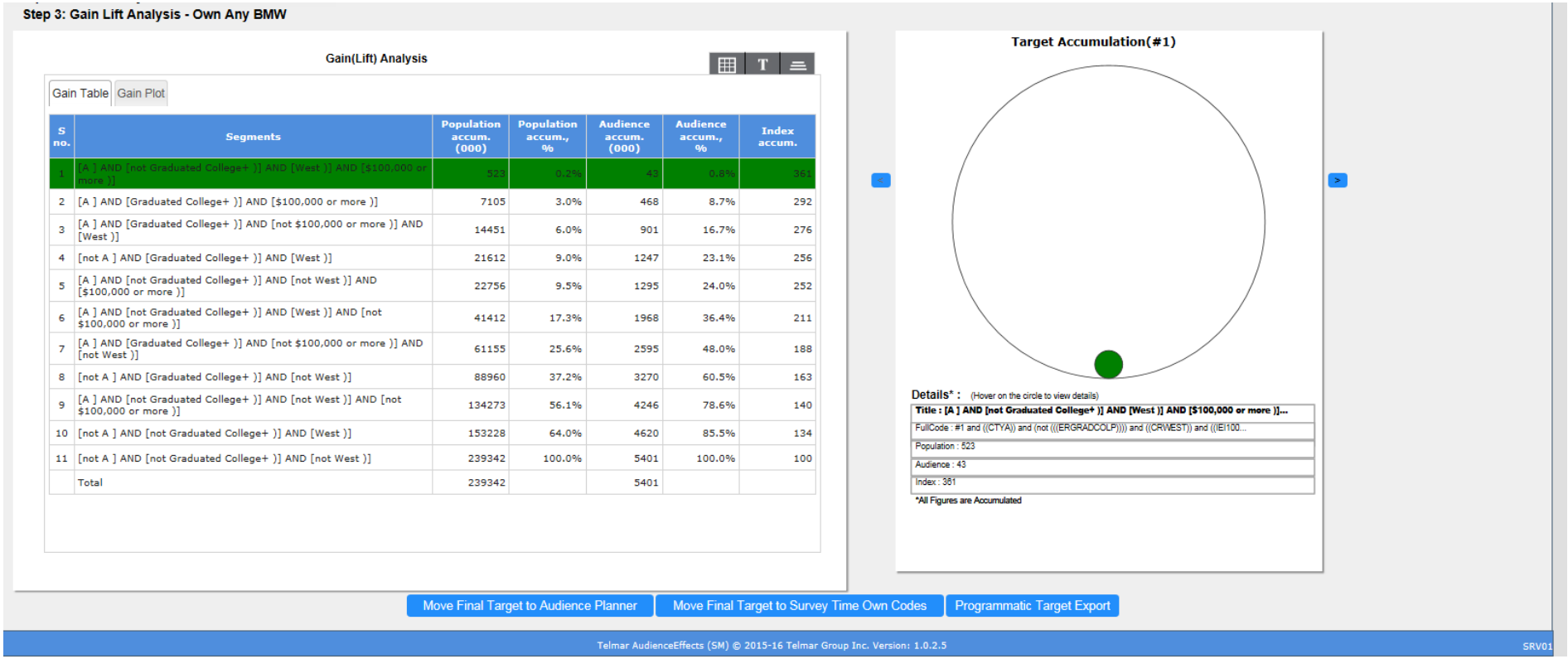


Figure 4.2: CHAID Report of recommended variable combinations (segments) (Step 2)

CHAID starts with the Target of our analysis, in this case own a BMW, and searches through all the possible splits of all the selected variables (and the 'NOT' conditions of those variables) and determines the one that best differentiates those who own a BMW and those who do not. In this example, it is County Size A which best splits the total population into those who own a BMW and those who do not. County Size A has an index of BMW ownership of 143 and those that are not in County Size A have an index of 69.0. CHAID then analyzes both the resulting cells to see which variable best splits that subgroup into those that own a BMW and those that do not. For those living in County Size A, it is Graduated College Plus and those who are NOT a College Graduate Plus. In this case, the best variable for those NOT in County Size A for separating BMW owners from non-BMW owners is also College Graduate Plus, and NOT College Graduate Plus (the same as those in Country Size A) but each cell is split independently of its sister cell and just happens to be the same in this example. Often it is not. Thus, CHAID identifies the segments as a combination of variables which define the nature of the population to be targeted.

4.2 Gain (or Lift) Tables and Respective Charts

The Gain (Lift) Table and Plot and Target Accumulation Chart are also produced (see Figure 4.3 and 4.4). The Gain (Lift) Analysis has two tabs (Figure 4.3): Gain Table and Gain Plot. Each shows different aspects of the analysis.



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3	[A] AND [Graduated College+)] AND [not $100,000 or more)] AND [West)]	14451	6.0%	901	16.7%	276
4	[not A] AND [Graduated College+)] AND [West)]	21612	9.0%	1247	23.1%	256
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6	[A] AND [not Graduated College+)] AND [West)] AND [not $100,000 or more)]	41412	17.3%	1968	36.4%	211
7	[A] AND [Graduated College+)] AND [not $100,000 or more)] AND [not West)]	61155	25.6%	2595	48.0%	188
8	[not A] AND [Graduated College+)] AND [not West)]	88960	37.2%	3270	60.5%	163
9	[A] AND [not Graduated College+)] AND [not West)] AND [not $100,000 or more)]	134273	56.1%	4246	78.6%	140
10	[not A] AND [not Graduated College+)] AND [West)]	153228	64.0%	4620	85.5%	134
11	[not A] AND [not Graduated College+)] AND [not West)]	239342	100.0%	5401	100.0%	100
	Total	239342		5401		

Figure 4.3: Gain (Lift) Analysis and Target Accumulation Chart

Gain(Lift) Analysis

Gain Table | Gain Plot

S no.	Segments	Population accum. (000)	Population accum., %	Audience accum. (000)	Audience accum., %	Index accum.
1	[A] AND [not Graduated College+)] AND [West)] AND [$100,000 or more)]	523	0.2%	43	0.8%	361
2	[A] AND [Graduated College+)] AND [$100,000 or more)]	7105	3.0%	468	8.7%	292
3	[A] AND [Graduated College+)] AND [not $100,000 or more)] AND [West)]	14451	6.0%	901	16.7%	276
4	[not A] AND [Graduated College+)] AND [West)]	21612	9.0%	1247	23.1%	256
5	[A] AND [not Graduated College+)] AND [not West)] AND [$100,000 or more)]	22756	9.5%	1295	24.0%	252
6	[A] AND [not Graduated College+)] AND [West)] AND [not $100,000 or more)]	41412	17.3%	1968	36.4%	211
7	[A] AND [Graduated College+)] AND [not $100,000 or more)] AND [not West)]	61155	25.6%	2595	48.0%	188
8	[not A] AND [Graduated College+)] AND [not West)]	88960	37.2%	3270	60.5%	163
9	[A] AND [not Graduated College+)] AND [not West)] AND [not $100,000 or more)]	134273	56.1%	4246	78.6%	140
10	[not A] AND [not Graduated College+)] AND [West)]	153228	64.0%	4620	85.5%	134
11	[not A] AND [not Graduated College+)] AND [not West)]	239342	100.0%	5401	100.0%	100
	Total	239342		5401		

Figure 4.4: Gain Table

The Gain Table is the same as the solution summary produced in Figures 2 if none of the defaults are changed (see Figure 4.4). Any changes to the default settings such as manually added variables, changes to the default setting in CHAID or generation of Causality Statistics are reflected in the Gain Table and Gain Plot.

The Gain Table in cumulative form (Figure 4.4), numerically reflects the gain chart. If one targets the group "County Size A AND NOT Graduated College AND West AND Income $100,000 or more" (the first row in the table), they would reach 0.2% of the population. Without the model, the same 0.2% of the targeted people (BMW owners) would be reached. But with the model they would accumulate 0.8% of all BMW owners. The next (by importance) segment is row two. It adds more people, the target population became 3.0%, but it captures 8.7% of the target. The aggregation of the two groups yields an Index that has fallen (292 from 361). The process continues, cumulating more and most-effective segments. The intensity of green colors reflects the accumulation of the targets up to the point (the dot on a chart) which was highlighted.

The impact of targeting the recommended segments is displayed in a Gain plot (see Figure 4.5)

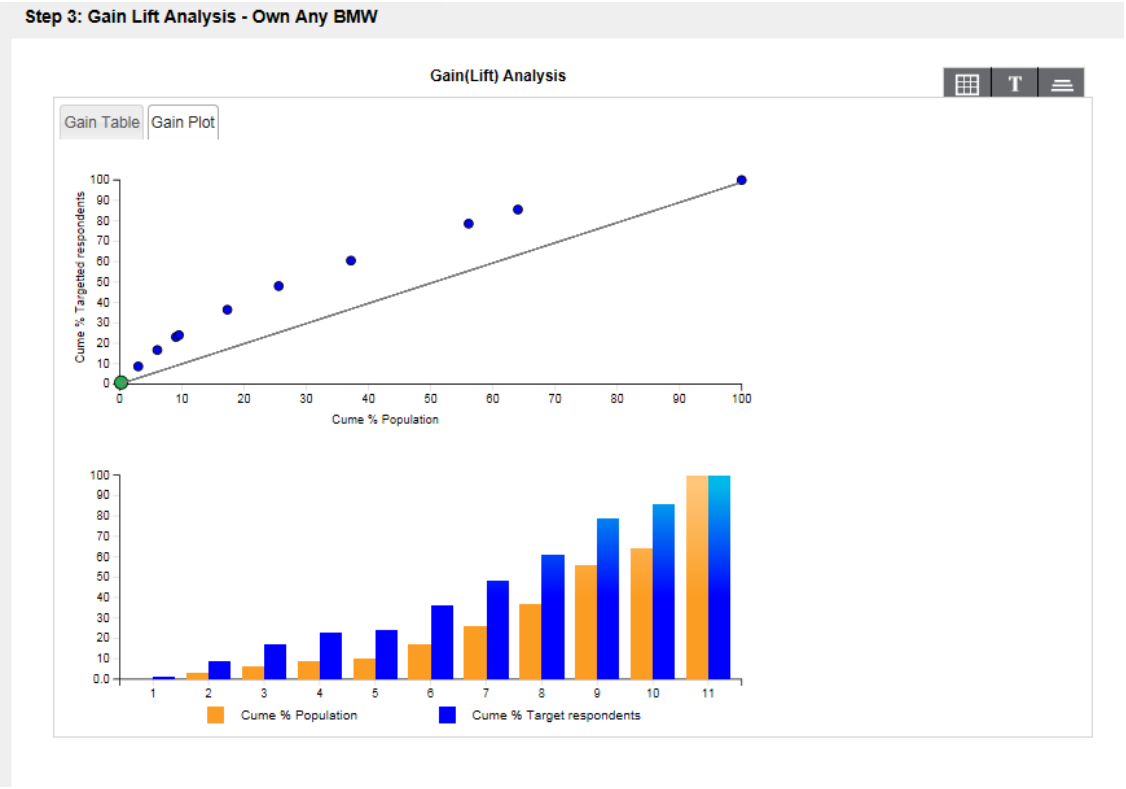

Figure 4.5: Gain Plot

The Gain Plot graphically shows how much improvement our targeting delivers over a hypothetical solution that involved no targeting at all. The straight line represents the percentage of BMW owners we would reach if we advertised to the total population without targeting. For example, if 2.8% of the total population owned a BMW, advertising to one million people at random would reach 28,000 BMW owners. But the model allows us to identify prospects much more efficiently (see figure 4.5).

Each dot on the chart, respectively, is a segment (a branch of the CHAID Tree) identified in our analysis, starting with the most promising and proceeds in order until the entire population is included in the composite of all the segments, and shows the lift each segment produces over the previous segments and random advertising (represented by the straight line). Thus the dots show the gain accomplished by targeting. The bar chart below shows this same relationship in concise form.

The Target accumulation chart on a right side of Figure 4.3 shows the same information, in the same colors, as a fraction of the total table. Clicking the toggle button  which switches between cumulated and non-cumulated values, allows one to see the details of a particular row in the table. Then the results will show un-accumulated data (sorted by Index). The Target Accumulation chart on the right will show only the information about this particular row; what this row contains from (Figure 4.5). This also corresponds with one is displayed in the CHAID decision tree; one particular terminal node from the beginning to the end (Figure 4.6). Note that colors on the Target Structure chart are different from the cumulated intensive green in Target Accumulation chart, because they do not reflect the accumulation process.

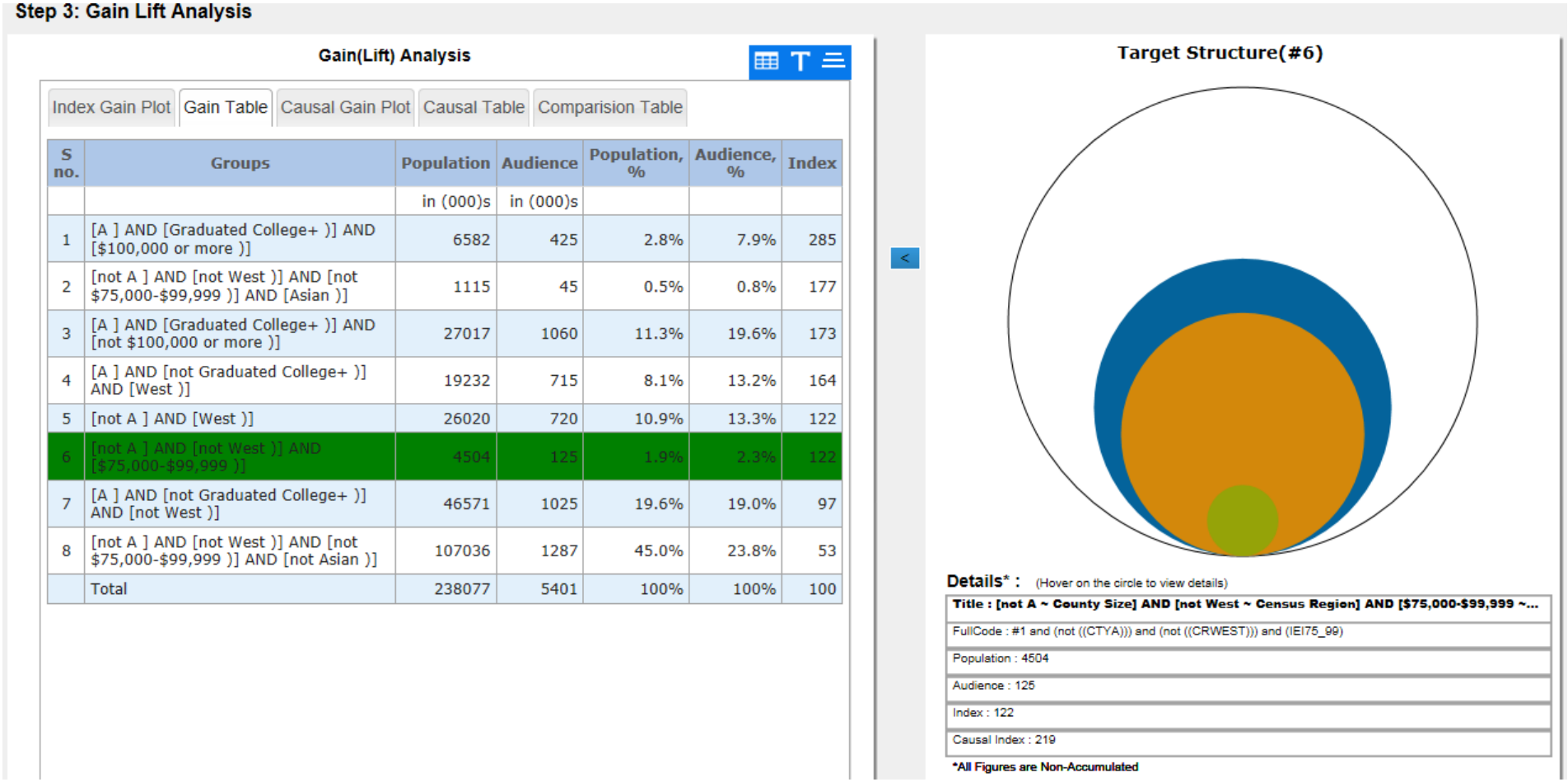

Figure 4.6. Non-cumulative data in a table and on a chart. It coincides with respective path of the CHAID tree

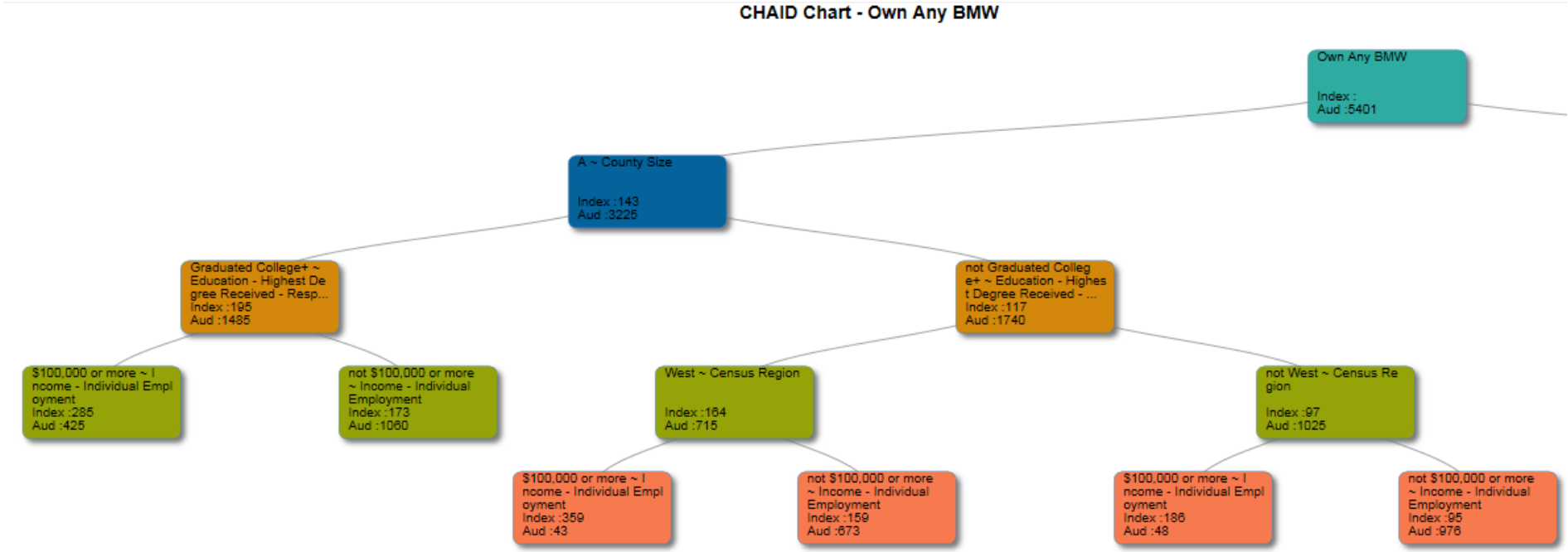

Figure 4.7: Terminal node of the CHAID tree, which is relevant to the Target structure chart on Figure 4.6

4.3 Causal Analytics

The idea of Causal analytics is to provide the user an estimate of the people who buy the product specifically because they belong to a particular segment (the ***segment causal targets***), and not because they would buy whether they belong to the group or not. Technical details of causality can be found on Telmar's website. The results are presented in the same format as traditional Index-oriented CHAID analytics, in the same table.

The Causal Gain Plot is designed in the same way as the Index Game Plot but is based on Causal Analytics applied to the CHAID solution; It is shown in parallel with the traditional index chart (Figure 4.9). It shows the accumulation effects of the "non-random" owners, i.e. the "segment-specific only" owners.

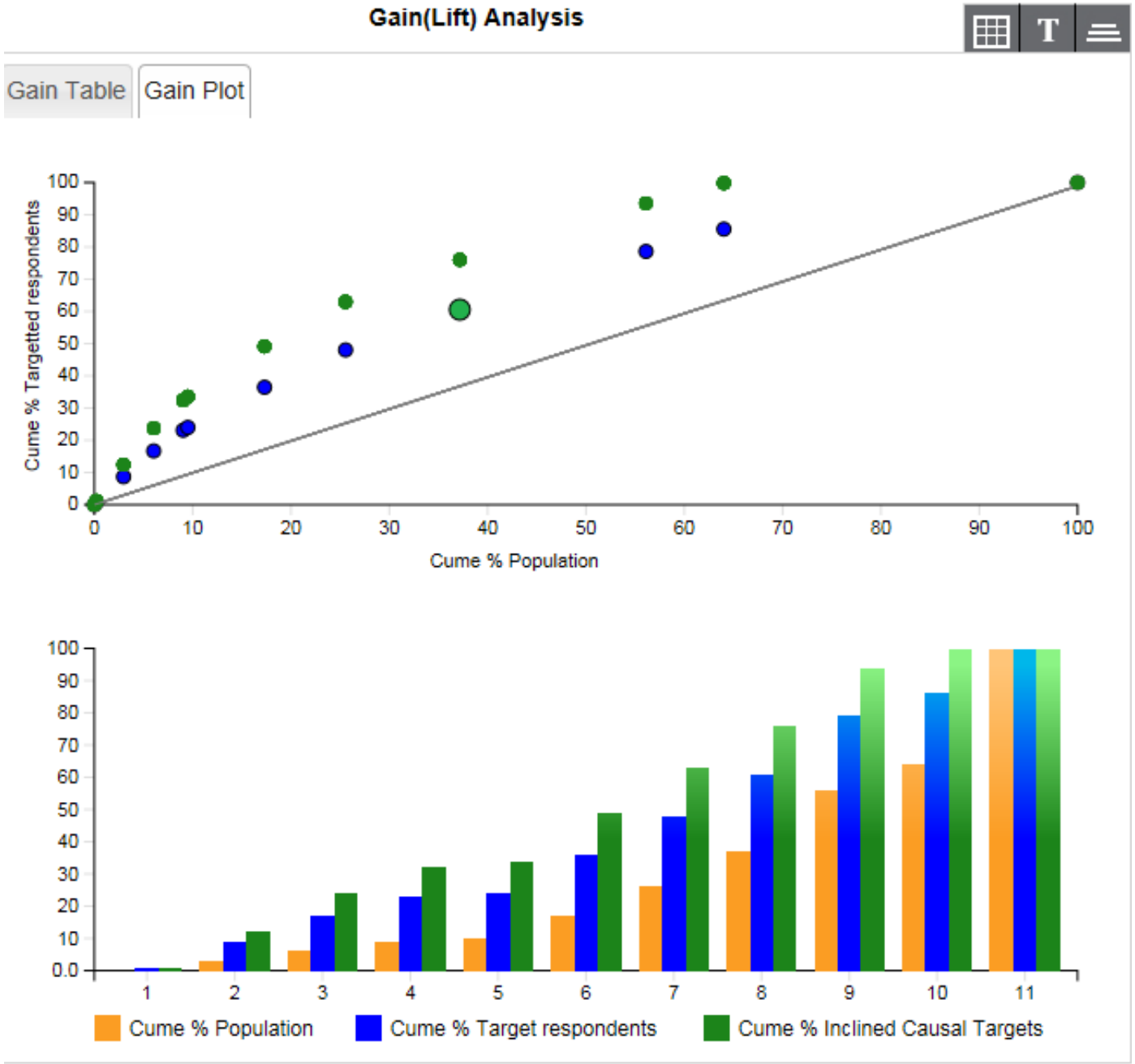

Figure 4.9: Causal and Traditional Gain Plots

Note in this example the Causal Analytics have produced a much steeper curve from the Index analytics. This indicates if the baseline activity in the data is eliminated, there is little additional value to be had after including just six segments (covering about 50% of segment specific targets) rather than the nine recommended by the Index analytics, covering the same percentage of all targets.

Gain Table | Gain Plot

S no.	Segments	Population accum. (000)	Population accum., %	Targets accum. (000)	Targets accum., %	Index accum.	BaseLine Causal Targets Accum. (000)	BaseLine Causal Targets accum., %	Segment Causal Targets accum. (000)	Segment Causal Targets accum., %	Causality Index accum.
1	[A] AND [not Graduated College+)] AND [West)] AND [$100,000 or more)]	523	0.2%	43	0.8%	361	5	0.2%	38	1.2%	534
2	[A] AND [Graduated College+)] AND [$100,000 or more)]	7105	3.0%	468	8.7%	292	62	2.9%	406	12.4%	419
3	[A] AND [Graduated College+)] AND [not $100,000 or more)] AND [West)]	14451	6.0%	901	16.7%	276	127	5.9%	775	23.7%	393

Figure 4.10: Causal Gain Table, without accumulation

The Causal Gain Table contains the same information as the Causal Gain Plot in tabular form where information about both the traditional and causal targets is aligned with each other (Figure 4.10).

The total number of targets is equal to sum of the baseline and segment-specific targets (for example, for row two 468=62+406). It allows one to see the relative share of the segment-specific targets is very high (406/468 = 86%). This means that each segment is important in its own way and warrants a specific marketing strategy rather than advertising BMW without targeting.

This table helps to make the selection of the best segments with either the accumulation of the traditional targets, or to the causal-specific targets. For example, referring to figure 4.10: if one has a budget sufficient to cover just 6% of the population (row 3), it still yields a significant (397, 4 times) for causally determined targets vs less than 3 times for all targets (Index 276). Doing so would cover almost a quarter of all BMW owners (23.7%) vs just 16.7% of the total population.

5. Moving Segments to Audience Planner and SurveyTime

At the bottom of the analysis are two buttons to move the resultant segments to Telmar's Audience Planner, and back to SurveyTime as "Own Codes".

Clicking on the Move Final Targets to Audience Planner produces an opportunity to select which of the segments identified in the TAE to move to Audience Planner (see Figure 5.1)

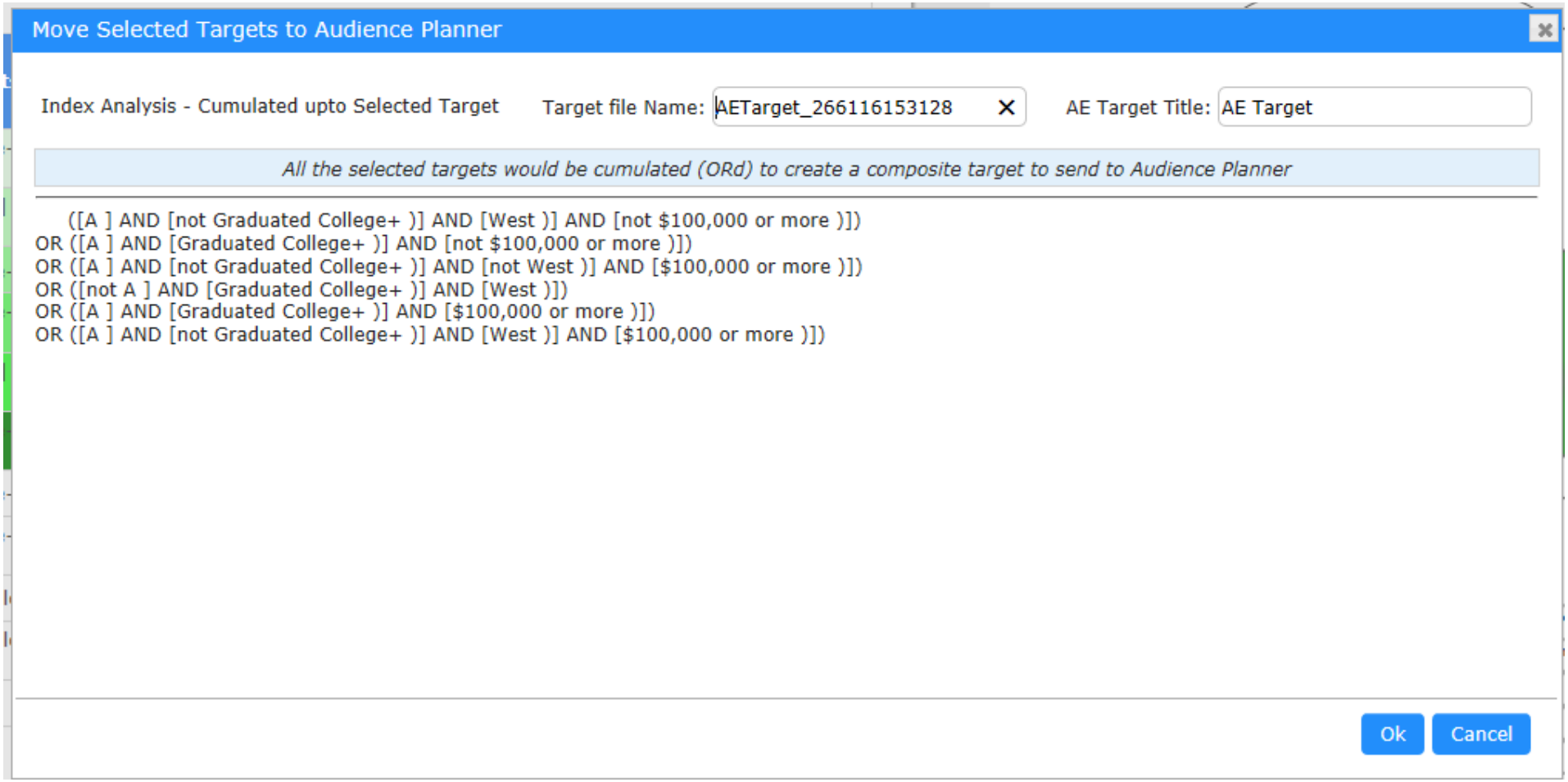

Figure 5.1: Move Selected Targets to Audience Planner screen

All the segments selected to be moved appear “OR-ed” together to create one target. The default name of the target is set to “AE Target”. This can be changed to any title desired. The new title will be passed as the title of the target to Audience Planner.

Clicking on the Move Final Target to Survey Time Own Codes produces a single code of the selected segments in the target in the User’s Own Code Listing in the database codebook in SurveyTime.