

Telmar Cluster+

Telmar announces the release of Cluster+, a new segmentation module for SurveyTime.

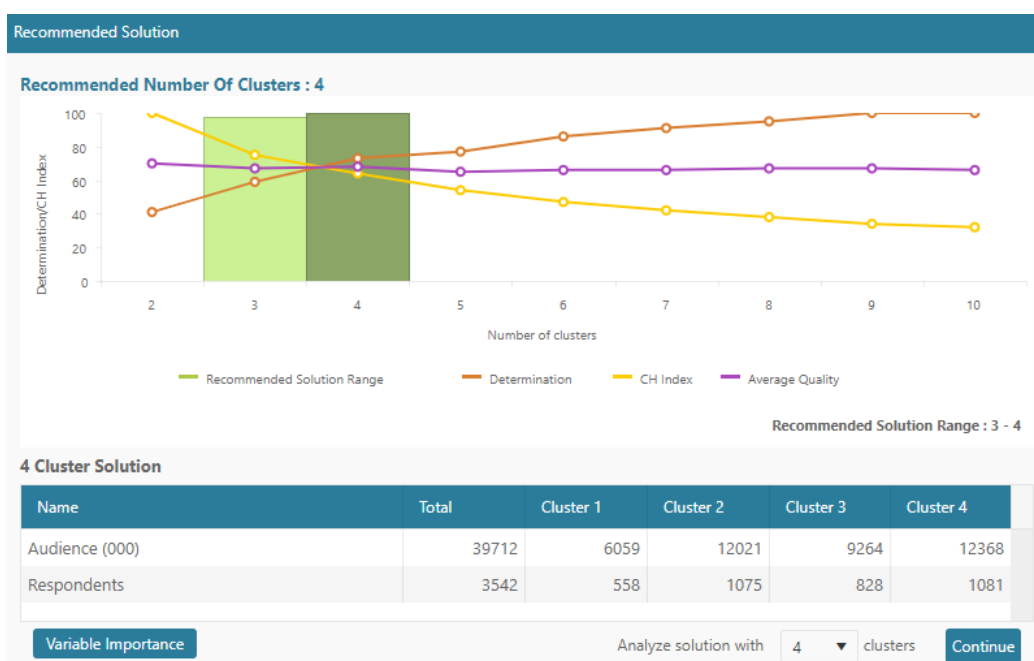
The goal of cluster analysis in marketing is to accurately segment customers in order to achieve more effective customer marketing via personalization. Telmar's Cluster+ module offers a quick and easy method of grouping respondents into similar attitudinal or behavioural types.

Cluster groups allow better customer modelling and predictive analytics. They can also be used to target customers with offers and incentives personalized to their needs and preferences.

Cluster segments assist in better customer modelling and predictive analytics, and are also used to target customers with offers and incentives personalized to their wants, needs and preferences.

Cluster+ identifies a number of distinct groups or personas, creating each cluster with its own set of attitudes, behaviour patterns and media preferences.

The process of creating clusters with Cluster+ is made as easy as possible for the end user. It does not require advanced knowledge of statistics, other than an understanding basic concepts such as averages and variance. A recommended number of clusters is presented as a starting point:



For further information, please call your Telmar client service representative or email AccountServices@Telmar.com

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Here is an example of Energy Drink users clustered into five distinct groups, using Internet attitudinal statements:

Survey: MRJ 2017 Fall - M17F

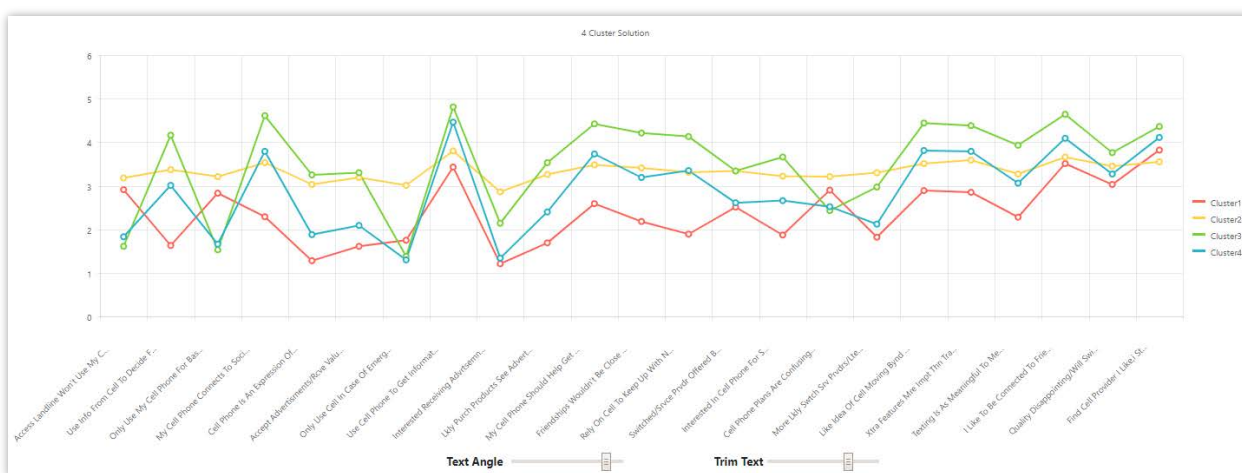
Population: Energy Drink User Last 6 Months

View Results As: Table | Data Item: Averages | Highlighting: Open

Variable Management | Export To SurveyTime | Export To Excel

Solutions	Variable	Type	Rank ↑	Determination	Total	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
	Audience (000)				39712	9750	8081	2913	10780	8189
	Respondents				3542	859	700	252	986	745
2 Clusters	The Internet is a great way to actually buy products.	Rank, Agree = 1	1	53 %	1.96	1.28	1.77	4.21	1.47	2.80
3 Clusters	The Internet is a great way to gather information on products/services I'm considering purchasing.	Rank, Agree = 1	2	32 %	1.88	1.27	1.67	4.41	1.46	2.44
4 Clusters	I like to keep my personal Internet pages updated with information about my life.	Rank, Agree = 1	3	52 %	3.16	3.68	4.42	4.12	1.59	3.03
3 Clusters	The Internet has allowed me to learn things I probably wouldn't have learned otherwise.	Rank, Agree = 1	4	49 %	1.86	1.25	1.63	4.20	1.46	2.33
5 Clusters	Going online is one of my favorite things to do with my free time.	Rank, Agree = 1	5	48 %	2.52	1.89	3.77	4.20	1.62	2.61
7 Clusters	I would feel disconnected without the Internet.	Rank, Agree = 1	6	46 %	2.56	1.77	3.78	4.12	1.67	2.90
6 Clusters	The Internet is a good way to meet new people.	Rank, Agree = 1	7	46 %	2.89	3.28	4.06	4.29	1.63	2.42
7 Clusters	Instant messenger keeps me in touch with my friends.	Rank, Agree = 1	8	45 %	2.64	2.72	3.95	4.17	1.58	2.14
9 Clusters	The Internet is a main source of entertainment for me.	Rank, Agree = 1	9	44 %	2.34	1.70	3.36	4.24	1.47	2.59
8 Clusters	The Internet is a great way to communicate with family/friends.	Rank, Agree = 1	10	44 %	1.91	1.32	2.13	4.19	1.42	2.23
13 Clusters	The Internet has little impact on my daily life.	Rank, Agree = 1	11	28 %	3.21	4.56	3.15	5.65	2.31	2.95
14 Clusters	In general, I'd rather shop online than go to a store.	Rank, Agree = 1	12	27 %	2.72	2.21	3.17	4.04	1.83	3.57
12 Clusters	I think people put too much private information about their lives on the Internet.	Rank, Agree = 1	13	23 %	1.92	1.68	1.61	3.72	1.70	2.15
10 Clusters	The Internet is a good thing, but I worry that too much technology can be a bad thing.	Rank, Agree = 1	14	17 %	2.40	2.57	2.36	3.99	1.83	2.44

Cluster Analysis 2016-2019 Telmar Group Inc. Version: 4.0.5.6 Data Copyright



Features and benefits of Cluster+ include:

- New HTML user interface
- Report recommending the optimal number of clusters
- Statistics showing best individual variables
- Easy to interpret results
- Option to switch from tabular report to charts in one click
- Excel Export of Clusters
- Cluster export to SurveyTime for further analysis

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