

# HOW DO I ? Create an Audience Effects Segmentation

Telmar Audience Effects (AE) is an add-on tool to SurveyTime cross-tabbing that provides a quick way to find the most promising groups or segments of people to target advertising for a product or service.

## Set Up

Start in SurveyTime. Pick a survey to work with and then enter the target to be analysed as the Column. This example uses *"Drinkers of Red Bull energy drink."* (Figure 1)

Add the variables to be included in the analysis on individual rows. (Figure 1) The variables can be demographics, media usage, attitudinal statements, or user of consumer goods. Only binary variables are allowed. Any volume or mean/median codes will be removed automatically before the analysis completes.

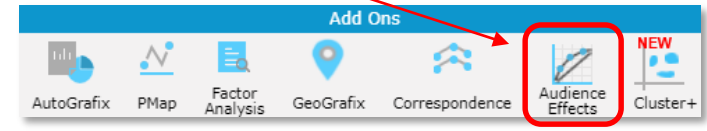
Click on the AE button to launch the application and run the analysis. (Figure 2) The initial recommended segments will be automatically displayed when ready. (Figure 3)

Click on **Show Analysis Details** button (Figure 4) to continue into the main viewing window.

(Figure 1)

		0	1
		Totals	Red Bull
0	Totals	Audience(000) 244,084	17,021
		Resps 48,646	3,090
		%Col 100.0	100.0
		%Row 100.0	7.0
		Index 100	100
1	Men	Audience(000) 117,785	10,591
		Resps 24,620	1,943
		%Col 48.3	62.2
		%Row 100.0	9.0
		Index 100	129
2	Managers/Professionals	Audience(000) 58,862	4,052
		Resps 14,000	905
		%Col 24.1	23.8
		%Row 100.0	6.9
		Index 100	99
3	Never Married	Audience(000) 69,105	8,661
		Resps 12,107	1,358
		%Col 28.3	50.9
		%Row 100.0	12.5
		Index 100	180
4	Now Married	Audience(000) 129,071	6,464
		Resps 24,506	1,223
		%Col 52.9	38.0
		%Row 100.0	5.0
		Index 100	72

(Figure 2)



(Figure 3)

S no.	Targets	Population accum. (000)	Targets accum. (000)	Population accum. %	Targets accum. %	Index accum.
1	[Sports Drinks/Thirst Quenchers - Drank in L6M] AND [Premium Domestic Beer/Ale - Drank in L6M] AND [Tequila - Drank in L6M]	8073	2565	3.3%	15.1%	456
2	[Sports Drinks/Thirst Quenchers - Drank in L6M] AND [not Premium Domestic Beer/Ale - Drank in L6M] AND [Video Games (Personally Played) - Played Last 30 days] AND [Vodka - Drank in L6M]	12215	3700	5.0%	21.7%	434
3	[Sports Drinks/Thirst Quenchers - Drank in L6M] AND [Premium Domestic Beer/Ale - Drank in L6M] AND [not Tequila - Drank in L6M] AND [Other Regular Carbonated Soft Drinks - Drank in L6M]	20665	5542	8.5%	32.6%	385
4	[Sports Drinks/Thirst Quenchers - Drank in L6M] AND [not Premium Domestic Beer/Ale - Drank in L6M] AND [Video Games (Personally Played) - Played Last 30 days] AND [not Vodka - Drank in L6M] AND [Other Regular Carbonated Soft Drinks - Drank in L6M]	31713	7324	13.0%	43.0%	331
5	[Sports Drinks/Thirst Quenchers - Drank in L6M] AND [Premium Domestic Beer/Ale - Drank in L6M] AND [not Tequila - Drank in L6M] AND [not Other Regular Carbonated Soft Drinks - Drank in L6M]	37602	7946	15.4%	46.7%	303
6	[Sports Drinks/Thirst Quenchers - Drank in L6M] AND [not Premium Domestic Beer/Ale - Drank in L6M] AND [Video Games (Personally Played) - Played Last 30 days] AND [not Vodka - Drank in L6M] AND [not Other Regular Carbonated Soft Drinks - Drank in L6M]	44285	8489	18.1%	49.9%	275
7	[Sports Drinks/Thirst Quenchers - Drank in L6M] AND [Premium Domestic Beer/Ale - Drank in L6M] AND [not Video Games (Personally Played) - Played Last 30 days]	73010	10780	29.9%	63.3%	213
8	[not Sports Drinks/Thirst Quenchers - Drank in L6M] AND [I think of my mobile phone as a source of entertainment.] AND [Total Beer/Ale - Drank in L6M]	107996	13313	44.2%	79.4%	178
9	[not Sports Drinks/Thirst Quenchers - Drank in L6M] AND [I think of my mobile phone as a source of entertainment.] AND [not Total Beer/Ale - Drank in L6M]	158904	15405	65.1%	90.5%	139
Total		244084	17021			

(Figure 4)

Show Analysis Details

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## Step 1

The Pareto Chart (Figure 5) will show all variables on a scatter plot based on Index for the x-axis, and Audience for the y-axis. These include the NOT of each variable selected.

The Recommended Variables table (Figure 6) shows all of the important variables that have been selected based on the high indexes and also the high audiences. These are the green dots on the Pareto chart. These best variables are part of the CHAID analysis.

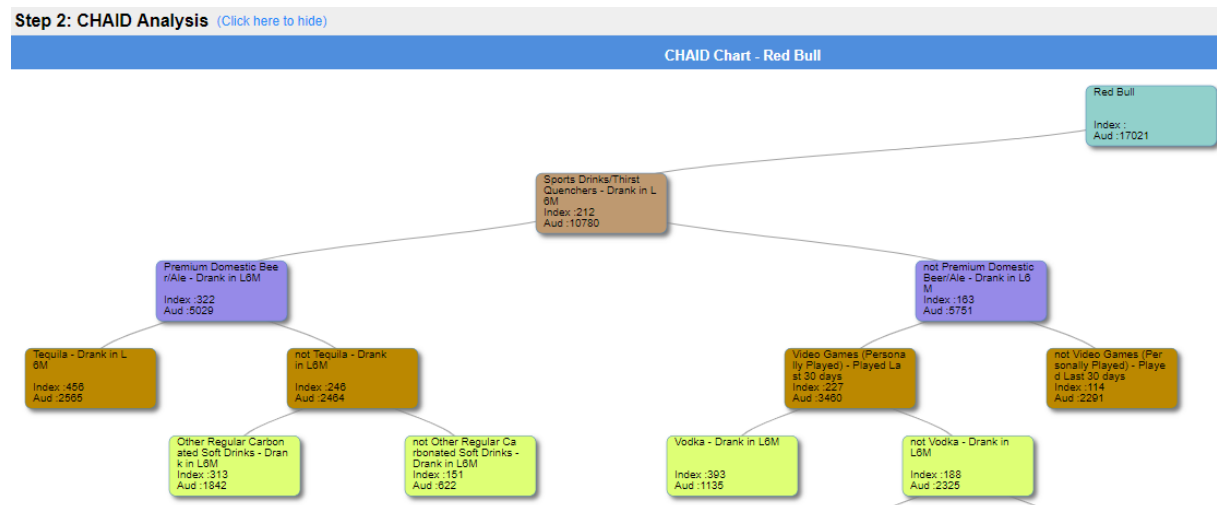
## Step 2

The resulting CHAID analysis is now available and displayed. (Figure 7) It shows the first branch of the CHAID, “Red Bull energy drinkers who also drink sports drinks, premium domestic beer, and Tequila in the Last 6 months.” It is also the 1st segment in the AE Gain Lift Analysis report. (Figure 3 and Figure 8)

(Figure 5)



(Figure 7)



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## Step 3

The Gain Lift Analysis is broken into 2 parts. The Gain Table (Figure 8) with the segments themselves, will show the values from the base audiences as compared to the target audiences, and display the resulting Index or “Lift”.

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 8,073,000 people who used Sports Drinks, Premium domestic beer, and Tequila in the Last 6 Months, out of which 2,565,000 drank Red Bull. The segment represent 3.3% of the total population and contains 15.1% of the Red Bull drinkers which yields an Index of 45.  $((15.1/3.3)*100)$

The other is the Gain Plot. (Figure 9). This visual aid helps in quickly showing that you are above the baseline for this target, with these segments. (i.e. This is a good thing, and a good predictor of potential Red Bull drinkers.) If the segments are flat (close to the line), you need to add more/different variables to mine the story, and run AE again to see how things changed.

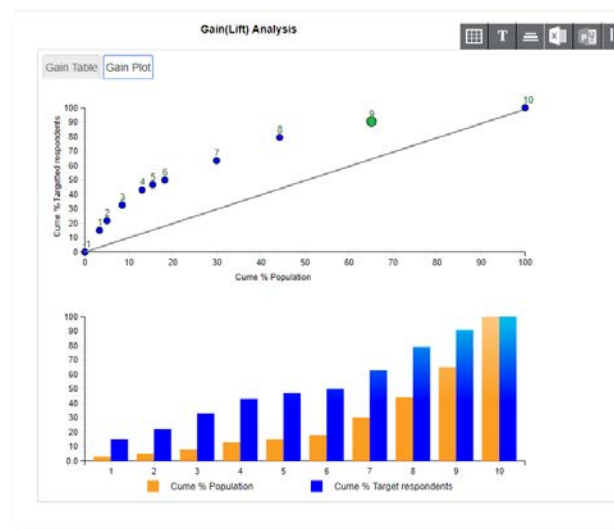
The Target Accumulation chart (Figure 10) will display information details about the accumulated segments. They are: Title, Full Code, Population, Target Population, and Index.

(Figure 8)

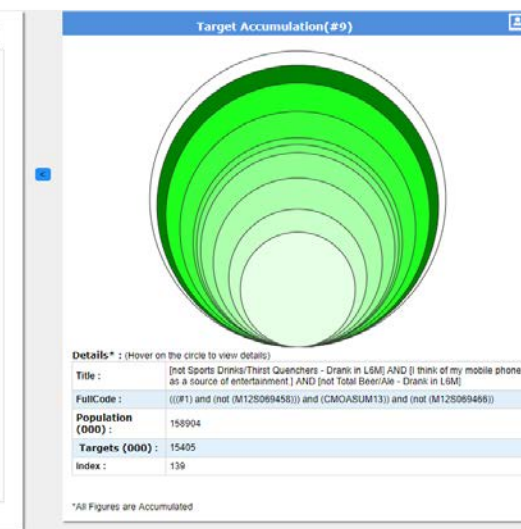
Gain(Lift) Analysis

S no.	Segments	Population (000)	Population %	Targets (000)	Targets %	Index
1	[Sports Drinks/Thirst Quenchers - Drank in L6M] AND [Premium Domestic Beer/Ale - Drank in L6M] AND [Tequila - Drank in L6M]	8073	3.3%	2565	15.1%	456
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9	[not Sports Drinks/Thirst Quenchers - Drank in L6M] AND [I think of my mobile phone as a source of entertainment.] AND [not Total Beer/Ale - Drank in L6M]	158904	65.1%	15405	96.8%	139
10	[not Sports Drinks/Thirst Quenchers - Drank in L6M] AND [not I think of my mobile phone as a source of entertainment.]	244083	100.0%	17021	100.0%	100
Total		244083		17021		

(Figure 9)



(Figure 10)



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## Final Step

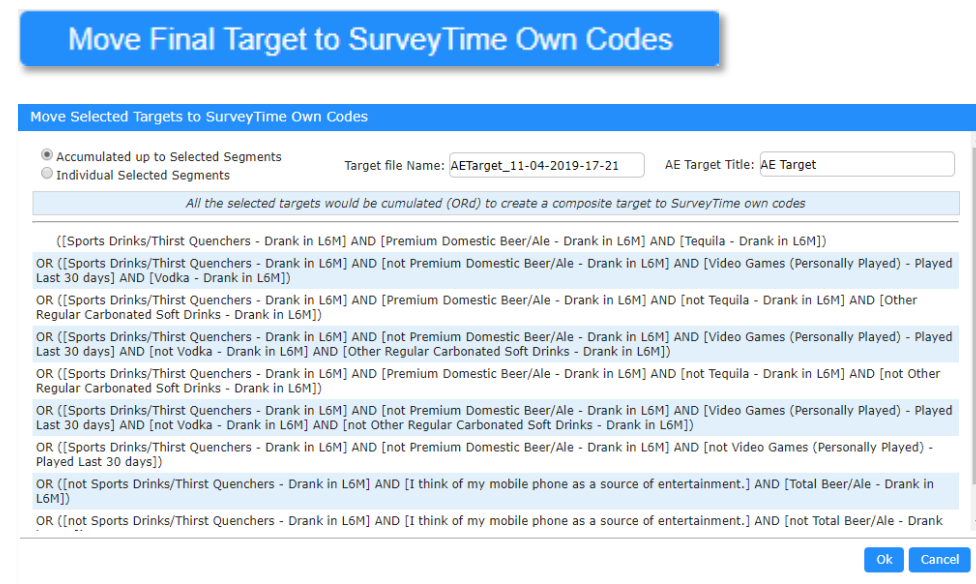
At the bottom of the analysis is a button to export the resulting segments to Telmar's SurveyTime as "Own Codes" (Figure 11)

Clicking on the "Move Final Targets to SurveyTime Own Codes" button produces an opportunity to select which of the segments identified in the AE report to move to "Own Codes" for further analysis in SurveyTime. Users can choose the cumulative target. or save specific target segments.

Once the code has been saved, go back to SurveyTime and refresh the codebook. Open the saved own codes node and add the code to the Columns. This is the new "Potential Red Bull drinkers" target. This is the group of people who share the characteristics of a Red Bull Drinker. It is now possible to target against this group.

(Figure 12) shows the target ranked against Cable Networks viewed in last 7 days. Sorted by Index, and highlighted by % Coverage, it is quickly revealed that MTV, and Comedy Central are important networks for the Red Bull market.

(Figure 11)



(Figure 12)

	Totals					Potential Red Bull Users				
	Audience(000)	Resps	%Col	%Row	Index	Audience(000)	Resps	%Col	%Row	Index
Totals	244,084	48,646	100.0	100.0	100	158,904	30,755	100.0	65.1	100
MTV2	9,229	1,476	3.8	100.0	100	7,652	1,205	4.8	82.9	127
TeenNick	5,033	807	2.1	100.0	100	4,079	621	2.6	81.0	124
Adult Swim	14,237	2,287	5.8	100.0	100	11,474	1,820	7.2	80.6	124
MTV (Music Television)	22,556	3,864	9.2	100.0	100	17,964	3,035	11.3	79.6	122
Comedy Central	24,995	4,800	10.2	100.0	100	19,399	3,621	12.2	77.6	119
Vh1	15,164	2,782	6.2	100.0	100	11,767	2,098	7.4	77.6	119
FXX	18,433	3,266	7.6	100.0	100	14,126	2,458	8.9	76.6	118
Nick at Nite	9,988	1,576	4.1	100.0	100	7,587	1,169	4.8	76.0	117
Disney XD	10,840	1,875	4.4	100.0	100	8,230	1,429	5.2	75.9	117