AudienceView How-To Guide: Creating an Audience Segment

1. What is a segment?
A segment is a group of demographic, lifestyle and digital attributes that you select to define your target audience. You can create basic audiences (i.e. ASOS’s online consumer, which is defined as visits to asos.com) or more complex audiences (i.e. Potential ASOS festival wear audience, which could be defined as visits to asos.com, searching for festival wear, aged 18-24 and searched for key terms such as ‘Glastonbury’ or ‘Reading Festival’).

What are the main benefits of creating segments?
Creating segments in AudienceView provides the flexibility to build targeted, on-the-fly audiences to help you:

- Distinguish your best customers by profiling their preferences, behavior and motivations
- Create content strategies that will engage your customers and drive your business forward
- Define the appropriate channels and platforms to target your audience.

What you will learn from this guide
A. Creating a segment
B. Selecting attributes to define your segment
C. Adding more attributes to your segment
D. Combining attributes in different ways
E. Removing attributes from your segment
F. Saving your segment
G. Editing your saved segment
2. **Creating a segment**

From the top header of the AudienceView homepage, click Create then select Segment.

Once the Segment Builder page displays, enter a title for your segment in the text box at the top of the page.

3. **Selecting attributes to define your segment**

Next is to select attributes to define your segment:

From segment criteria box on the left side of the page, select one of the following:

- **Consumer Characteristics**: Demographic and lifestyle attributes, such as the number of children in household or gender.
- **Industries**: Websites visited online that AudienceView has pre-grouped for analysis as a vertical market sector, based on subject matter, content, market orientation and competitive context, such as Automotive or Business and Finance.
- **Websites**: Distinct list of URLs, such as www.asos.com or www.topshop.com
- **Search Terms**: Keywords searched for online in a search query, such as “Walmart store hours” or “top vacation destinations”.
- **Website Portfolio**: A group of websites that you or another AudienceView user has previously grouped together and saved.
- **Search Term Portfolio**: Lists of search terms that you or another AudienceView user has previously grouped together and saved.
- **Segments**: Previously saved segments created from Segment Builder.
- **Custom Sections**: Specific sections visited on websites or actions performed on websites, such as making a travel booking on Expedia.com. *Note: These need to be pre-defined by Hitwise through a custom engagement.*
Once you have selected your desired category, you can enter your search into the pop-up box. As an example, select “Search Terms” from the drop-down list then enter in "festival wear" to find terms that include the word “festival wear”, then hit Enter on your keyboard or click on the “Search” button on your screen. A list of matching terms from the past four-week period will display:

![Search Results](image)

*Note: You can also enter in a keyword term into the search box at the top, and all matching categories will populate.*

**Selecting attributes from Consumer Characteristics in the Data Dictionary**

Browse the types of attributes that are available within Consumer Characteristics and click the folders to show their contents (some folders contain further sub-folders).

Check off the attribute(s) you want to use to define your audience segment. Your selected attributes will now be shown in the middle of your screen. You can choose to either “OR” or “AND” your attributes together (i.e. Age 18-24 AND 25-34).

![Attribute Selection](image)

Once you have selected all your desired attributes, click on “Done” at the top of the box.
5. **Adding more attributes to your segment**

To add more than one attribute, repeat the previous process and check off your desired variable(s).

Click on **Done** when you are finished adding attributes to your segment.

6. **Combining attributes in different ways**

   Edit the Boolean operators and group segment criteria via a drop down. The Boolean logic builds at the bottom of the screen and is color coordinated by segment filter so you can easily read what you have built.

   Toggle between the following:

   - **OR**: Broaden a segment by including agreement to one or more of the chosen attributes (i.e. visitors to asos.com OR topshop.com).
   - **AND**: Restrict a segment to a certain group by only including agreement to all chosen attributes (i.e. visitors to asos.com AND topshop.com).
   - **OR NOT**: Restrict a segment to a certain group by only including those that agree to one of the selected variables and excluding anyone who agrees to two or more of the selected variables (i.e., visitors to asos.com OR NOT topshop.com exclusively, but anyone who visited both websites would not be included).
   - **AND NOT**: Restrict a segment to a specified attribute and excluding unwanted attribute(s). (i.e., visitors to asos.com AND NOT topshop.com).
Grouping attributes in the Segment Builder
More complex AudienceView segments may require the use of the ‘grouping’ functionality for the segment to identify audience records you intend to analyze. Similar to the Order of Operations in basic mathematics, the use of ‘grouping’ defines in which order AudienceView will apply the audience selection criteria and is represented by round brackets (parenthesis) in AudienceView.

For Example: (Visited Netflix.com online OR searched for variations of Netflix) AND Female

Grouping allows our clients to answer questions like:
- How can I better understand audiences within a distinct target group that either I or my competitor reach? (Who visits my site or my competitor’s site and also is in the market to buy the product we both sell?)
- Where should I be focusing my content strategy? (Who are 18-24 searching festival wear? Is it a larger female audience?)

Steps:
1. Select attributes from the segment creation panel and choose your expressions to “OR” together (i.e. visited asos.com OR searched for variations of ASOS)
2. Choose your expression that you will AND together with your OR statement (i.e. females).
3. Select the two statements that are OR’d together and GROUP via a drop down
   The grouping will be denoted by a grey box:

   ![Grouping Example](image1)

4. Change your Boolean Operators for those variables outside of the grouping via the drop down (AND female)

   ![Grouping Example](image2)
Users also have the option to drag additional attributes within the grey box if you need to group more than two attributes.

7. **Removing attributes from your segment**
8. Delete criteria using the small red cross on top of each variable icon.

**Saving your segment**
9. From the top right of the page, click the Save button. *Note: you are required to enter the title of your segment before you can save.*

**Editing your saved segment**

From the **Manage drop-down at the top of the page, click “Segments”**. The List Manager page with your saved segments will display.

- **Sample Size**: Size of your segment, based on the last four weeks. *Note: Users can extend the time frame when creating reports. A recommended sample size of 500 is encouraged and recognized as stable.*
- **Created by**: User who created the segment
- **Created on**: Date that the segment was created on
- **Last Modified**: Date that the segment was last modified
- **Status**: The status will switch from “Processing” to “Ready” once the system has fully generated the segment.
- **Profiler**: Generate the profiler report for all ready Segments

10. If you click on the title of a saved segment in the List Manager, it will take you back to the Segment Builder listing out all the attributes of that selected segment.