Lifestyle and behavior segmentation
Nielsen PRIZM

In order to reach and retain profitable customers you have to understand what drives their purchasing decisions and tailor messages and products to resonate with them. A savvy marketer’s greatest challenge is understanding the consumer. Nielsen PRIZM is the industry-leading consumer segmentation system that yields the richest, most comprehensive and precise insights available. PRIZM® combines demographics, consumer behavior and geographic data to help marketers identify, understand and target their customers and prospects.

Get inside the mind of your target customer
PRIZM defines every U.S. household in terms of 66 demographic and behavior types or segments to help marketers discern those consumers’ likes, dislikes, lifestyles and purchase behaviors. Used by thousands of marketers in Fortune 500 companies, PRIZM provides a common language for marketing in an increasingly diverse and complex marketplace.

This revolutionary marketing tool provides a sound basis for effective decision making across every aspect of consumer marketing. Once you understand your customers and prospects, you will target them more efficiently, tailoring your message and products specifically to them.

A consistent, flexible framework for decision making
What differentiates PRIZM is its powerful ability to link household and neighborhood-level segment assignments to the marketplace. Because it describes household types for geographic areas, PRIZM can be used to evaluate markets, territories, service areas and other geographic areas.

PRIZM provides a flexible framework for decision making that is consistent from a local market to a national perspective and every geographic level in between. The ability to upshift or downshift across markets with consistency is a unique benefit of Nielsen. This integrated system provides a seamless transition from market planning and media strategy, to customer acquisition, cross-selling and retention. The result is, you’ll target more precisely while linking to geography and syndicated data sources.

Deliver results with PRIZM segmentation
Your company depends on you to select the best targets and maximize results. You can put the 66 PRIZM segments to work in a variety of ways to provide greater targeting precision for your marketing efforts.

PRIZM delivers your best consumers:
Find your targets
PRIZM links your customer market data with neighborhood demographics, syndicated survey data and survey market research. It reveals exactly which types of consumers are most likely to use your product or service and allows you to group similar segments to realize the greatest targeting efficiency and reach. Any customer file, list or survey can be PRIZM coded. If you don’t have a customer database, Nielsen can create surrogate consumer profiles for you from our storehouse of syndicated consumer surveys and marketing data. With PRIZM, you’ll find customers who represent your most profitable and sustainable opportunities.

Discover what your best targets are like
Once you have defined and identified your targets, you can use PRIZM to generate a thorough lifestyle profile that shows your targets’ predominant lifestyle, hobby and product usage patterns. Armed with this information, you can highlight the products, services and communications you know they value. With segmentation, you can also find out how your targets don’t spend their time and money to avoid making costly and ineffective marketing research decisions.
Determine where they live
Nielsen PRIZM works with all levels of geography which means you can discover where your current customers or prospects live and locate more people like them, anywhere in the U.S. Accurate geographic information is essential for effective site selection, product distribution, media planning and overall resource allocation.

Learn how you can reach them
Once you understand your targets, you can use PRIZM® segmentation to evaluate the best ways to reach them. For media planning, you can learn which magazines and newspapers they read and which TV, cable or radio shows they prefer. For direct marketing, you can define selection criteria for mailing lists. With PRIZM, you can also analyze site potential and optimize in-store promotions and merchandise mix.

Make your data actionable
PRIZM is ubiquitous. It links with virtually every major marketing database in the U.S., making it a common language for integrated marketing. Consumer marketing surveys, audience measurement systems, compiled direct mail lists and syndicated marketing databases all link to PRIZM, allowing you to select survey samples by PRIZM segments or have your completed surveys or customer data PRIZM coded and profiled. If your budget doesn't allow for household data, PRIZM also provides you with an economical, precision targeting alternative as well as the flexibility to integrate household data at any time.

The most accurate and reliable demographic updates
PRIZM neighborhood assignments and distributions are updated annually to reflect the demographic changes occurring in neighborhoods. Accurate and reliable demographic estimates and projections are critical to this process. Nielsen has the most experienced staff of demographers in the industry who tap into hundreds of local government and private sources to develop current year estimates and five year projections for thousands of demographic items at all levels of geography, nationwide.

The accuracy and reliability of Nielsen estimates has been proven time and time again. In fact, several state courts have even permitted the use of Nielsen estimates as admissible evidence in cases involving site location disputes between a parent company and their franchisees.

Segmentation—more than a score
While there are many powerful applications in direct mail, true segmentation is not a list-scoring model. Its purpose is broader and more strategic than any one application. Segmentation provides your organization with a new language for understanding your customers, your competitors, as well as the marketplace in general. It also moves beyond your internal departments to empower your advertising agency, direct mail house, primary research provider and franchisees.

#4 Young Digerati
Young Digerati are the nation’s tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs, clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.

#18 Kids & Cul-de-Sacs
Upscale, suburban, married couples with children—that's the skinny on Kids & Cul-de-Sacs, a lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

#43 Heartlanders
America was once a land of small middle-class towns which can still be found today among Heartlanders. This widespread segment consists of older couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nest couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.