Previously in SRDS we had Local Market Audience Analyst. Now we have Nielsen Segmentation and Market Solutions. The link to access it is in the same location on the SRDS page.

The 2 most evident changes are that the new product is now compatible with Macs and most browsers whereas the old product was clunky and would often not display or would freeze if it didn’t like the browser.

The interface is cleaner and more intuitive and they say we are getting more data.

With the old product consumer data came from Simmon. With the new product it is coming from Nielsen Consumer Profiles and Nielsen Scarborough USA Plus database. Updated annually and surveys over 200,000 adults annually. We are getting PRIZM Premier now, which is more data at a higher level of detail.
What is SMS?

Nielsen Segmentation & Market Solutions (SMS) is an intuitive web application that allows you to quickly and seamlessly measure consumer demand and evaluate your locations and markets.

The vast array of segmentation and demographic data available in SMS will allow you to better understand:

- Who your best customers are
- What they are like
- Where they live
- How to best connect with them

Source of SMS Data: 3500+ Nielsen Consumer Profiles

- Data is collected from more than 200,000 adults annually, therefore the profiles are updated annually.

- Profiles are created to provide you with a broad understanding of consumer behaviors across a variety of categories for more efficient and effective marketing for your products and services.

- Enable you to acquire consumers based on lifestyle, media exposure, product usage, consumption, purchasing and psychographic dimensions.
PRIZM Premier

- While Local Market Audience Analyst had PRIZM data, SMS has more of it and a higher level of detail as it offers users PRIZM Premier information.

- PRIZM Premier defines every U.S. household as one of 68 demographic and behavior types, or segments, to help marketers discern those consumers’ likes, dislikes, lifestyles and purchase behaviors.
  - By segmenting consumer households along these lines, you will be better able to reach and retain your most profitable customers and tailor messages and products that resonate with them.
This top section is mainly re-packaged Census data, but you may like the format. It gives past (last 10 yr census), current (ACS) and 5yr projected data in the reports.

Go to Create Content tab to create reports.

This lower section is where you get the proprietary Nielson data.
When you run a report, you have to select from options including geography or segment, etc.

The Prompts box tells you what areas of the form are complete or incomplete.

Selecting the MyContent tab will bring you to all reports run on Web's account in the last 120 days. After 120 days they are deleted. Or you could select and defend them. You have the ability to save them in folders here, or you could re-run reports for your tests, but they can also be downloaded in pdfs or excel which are probably safer from accidental deletion and more easy to public access.

You can set up a folder and put reports in there, they will remain indefinitely unless someone else deletes them.
This is the report setup page for the Market Potential Report. You can see she is selecting multiple energy drink brands and in another category (not shown) she is picking 3 DMA’s in Texas to compare.

This is the result of the market potential report where she picked multiple energy drink brands and looked at 3 different DMA’s in Texas. The Market Potential Index is a category in this report.
This is the Profile Worksheet report where she targeted the same energy drink brands and looked at national data of which Prizm Segments engage with those brands the most.

THIS IS WHERE THE VIDEO ENDS. BELOW ARE THE OTHER SEGMENT REPORTS THAT SHE DOESN’T COVER IN THE VIDEO.

Consumer Concentration is letting me compare the concentration of selected PRIZM segments by selected Geographies.

The profile ranking index allows you to crosstab Nielsen Consumer Profiles. You can see here that a Monster drinker is more likely to also be a 5-hr Energy drinker than Ema.
Segment Distribution is letting me see how the population of a selected geography is distributed among the Nielsen Prizm segments.

The Target Concentration looks very similar to the Consumer Concentration report. I think that the difference is that in addition to Prizm segments, the Target Concentration also allows you to search by Census data like age, homeowner status, or income.

Target Segment Measures is giving me national indexes for Nielsen Consumer Profiles by Prizm or Census Data. I can only do one type of target group at a time, so for this example I did education. A student would have to run more than one report to get all the info, but this report feature could be a substitute for MRI University Reporter.