



# Uncover Niche Market Segments to Better Reach Your Targets with Nielsen IMS CHAID Explorer

With IMS CHAID Explorer™, you can execute more successful marketing plans by better understanding the characteristics that influence your target market. IMS CHAID Explorer offers valuable insight into the consumer groups you want to reach.

## Benefits:

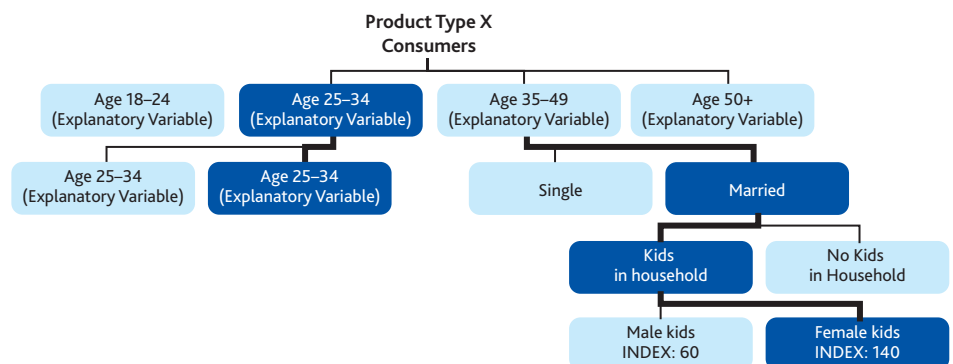
- Accurately pinpoint the key characteristics of your consumer groups.
- Develop highly-targeted marketing and communications strategies that your consumers will respond to.
- Create a customized message and determine the appropriate communication channel to reach your target market.
- Understand the psychographics, media habits, leisure activities and other variables that motivate your segment.

IMS CHAID Explorer examines your target and creates a first layer of branches, that are determined by the explanatory variables that are the strongest predictors. The algorithm automatically determines how to group the explanatory variable responses into a manageable number of categories.

IMS CHAID Explorer then creates additional layers of branches using the strongest of the remaining predictors/characteristics, until the final branches have been generated. These final branches are referred to as *terminal cells* and are the final market segments. More than one key market definition can be found, as several terminal cells may indicate high correlation to your target. These may likely be used as Primary, Secondary or other niche targets.



## Our Target Market Segments Are Unveiled



In this example, we have two definitions for our target of Product Type X Consumers:

- Females 25-34
- Girls in Households with Married Adults 35-49

# Nielsen IMS CHAID Explorer

This application uses a classification tree technique to identify the characteristics that are statistically significant to a specific target group. It implements the CHAID algorithm (Chi-Squared Automatic Interaction Detector) to measure the discrimination that exists among these characteristics, and graphically displays these correlations in a color-coded tree diagram for easy-to-interpret results. The end result is a "birds-eye" view of the market structure, which shows the combination(s) of characteristics that are most significant.

The Chi-Squared portion of the algorithm essentially builds a multitude of Nielsen IMS Crosstabs, using all of the user-entered Explanatory Variables and their responses (e.g., Age groups, Income groups, Sporting Activities, etc.) until it works out the combination(s) of variables that have the strongest relationship to the target audience. While Crosstab can identify the strongest response(s) within each category individually (e.g., Age 25–34 is the strongest age grouping), IMS CHAID Explorer™ determines whether that category response, alone or in combination with others, is an essential target descriptor.

## How Will It Help My Business?

- Enhanced capabilities to key in on market segments that might otherwise be overlooked.
- Eliminates hours of work running Crosstabs to find the most significant combination(s) of explanatory variables.
- Uses a widely accepted CHAID algorithm to find discrimination among variables.
- Results can be exported directly into Crosstab for further analyses against the defined segments.
- Custom color schemes can be chosen to display high and low cell values, as set by the user. Cells with Index >120 may be shown in red, while blue cells may reflect Index <120. Values may be set according to % of Target, Index, Target Propensity or Sample Size.
- Tree report cells meeting user criteria are actively displayed for quick report interpretation. Variables selected as criteria may be % of Target, Index, Target Propensity and Sample Size.

## Features

- IMS CHAID Explorer input is quick and easy, using the Autocode feature.
- Automatically check for mutual exclusivity of codes.
- Explanatory Variables can be created once, and used with all subsequent analyses of the same sample.
- Automatically fix any variables that are not exhaustive of all respondents in the sample.
- Report trees are displayed in three different views—Vertical Tree, Horizontal Tree and List View.
- Report trees can be exported to Microsoft Excel™ or as a bitmap for printing and presentations.

IMS CHAID Explorer is a great way to mine through data in order to find where interesting relationships are buried, leading to a greater understanding of your target market.

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