Insight Lab

User's Guide

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Revision History

Revision	Date	Author	Description
0	2013-03-18	Lrugge	Initial Draft
1	2013-03-26	Yhumlo	Helping review content
2	2013-04-21	Lrugge	Pulled in feedback from lrolle
3	2013-04-28	Lrugge	Pulled in feedback from kenich
4	2013-04-29	Lrugge	Pulled in feedback from vlavel & jscheu
5	2013-05-13	Lrugge	Last minute editing, clean up, adding remaining info.
6	2013-05-14	Lrugge	Adding new model scoring widget
7	2013-06-20	Areyno	Changed all screenshots for 1.1 release and added new functionality
8	2013-06-23	Areyno	Added new audience propensities report options
9	2013-06-26	Areyno	Made changes from gtaras
10	2013-06-27	Areyno	Made File Center changes and final updates.

Introduction

Purpose of this Guide

This help document explains the many features in Acxiom's Insight Lab GUI. Insight Lab refers to the collective group of services built with the purpose of gaining insight on a client's file(s) and then the ability to create predictive models based on those insights. A predictive model uses a mathematical equation whose results describe the relationships among variables in a historical data set. The equation estimates data values by describing a mathematical relationship between an identified dependent variable and a set of independent variables used to predict the outcome of the dependent variable.

Users upload a file through the Acxiom File Center (My Data). The file is then processed through Acxiom CDI services and linked to InfoBase Enhancement data and Audience Propensities scores. The cleaned and enhanced data file is then loaded into the centralized repository, a MySQL database. The file is now called an Insight file as it is prepped and ready for analysis. Users can view and interact with the Personicx, InfoBase Data Portrait, and Audience Propensity Portrait reports describing the detailed characteristics of the audience contained within the file, and through the Personicx Scattergram and Portrait reports can learn about the behaviors, interests, and needs of their audience as described by syndicated research surveys from GfK Mediamark Research & Intelligence, LLC. In the modeling center users can create look-alike models from their enhanced Insight files to use in their marketing acquisition efforts.

Accessing Insight Lab

Signing in to Insight Lab lets you create new, or access existing, insights and/or models.

Signing in to Insight Lab

To sign in to Insight Lab

1. Go to http://insightlab.myacxiom.com/
2. In the User Name field, enter your User Name.
3. In the Password field, enter your password.
4. Click Sign In.

   Note: If Insight Lab is not displayed, repeat steps 2 through 4.

Insight Lab User Interface Overview

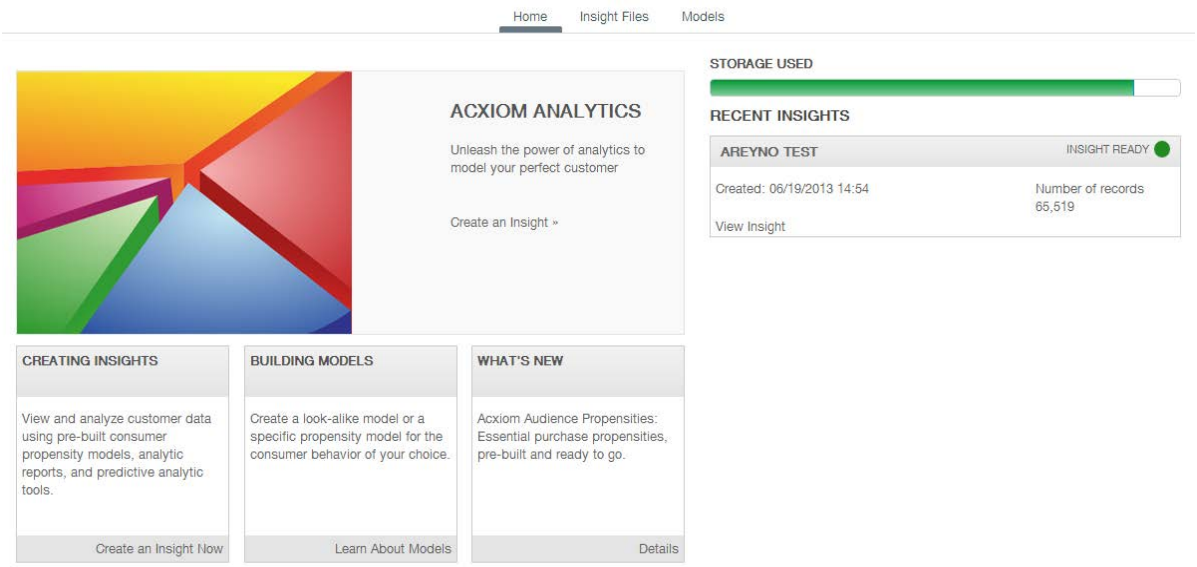
The Insight Lab User Interface consists of three main pages:

- Home
- Insight Files
- Models

Home

The **Home** page is the first page displayed after logging in to the Insight Lab. From the Home page, you can create insights, learn about models, view what's new in Insight Lab, view the amount of storage space your insight files are using on the database, and view the status of your five most recent insights.

Following is a screencast of the Insight Lab Home page.



Acxiom Analytics

The Acxiom Analytics tile provides a **Create an Insight** link that will take you to the Insight Files page.

Creating Insights

The **Creating Insights** tile gives a brief description of what the creating insights functionality allows you to do, and links to the **Insight Files** page through the **Create an Insight Now** text located in the lower right corner of the tile.

Building Models

The **Building Models** tile gives a brief description of what the build models functionality allows you to do and links to a document describing the available models provided in Insight Lab, through the **Learn About Models** text located in the lower right corner of the tile.

What's New

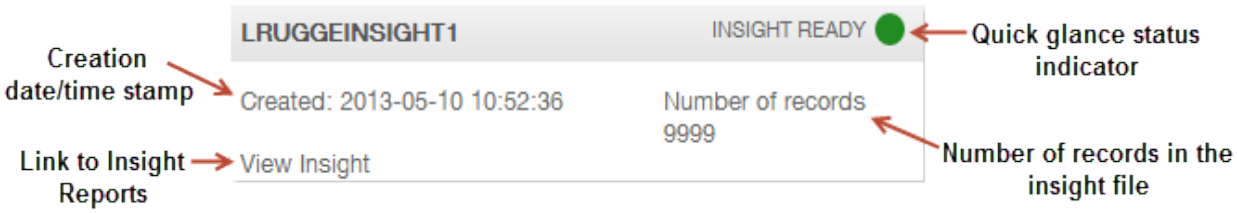
The **What's New** tile gives a brief description of what new functionality is now available in Insight Lab and provides a link to a document with more details, through the **Details** text located in the lower right corner of the tile.

Storage Used

The **Storage Used** bar indicates how much storage space your insight files are taking up on the database.

Recent Insights

The **Recent Insights** section displays the status of the five most recent files that have been uploaded, by the client, through File Center for Gain Insight processing. Each of the insights in this area will also have a creation date/time stamp as well as the number of records in the insight file. Clicking the **View Insight** link in the lower left corner of an insight in the **Recent Insights** area, will take you directly to the Insight Reports page.



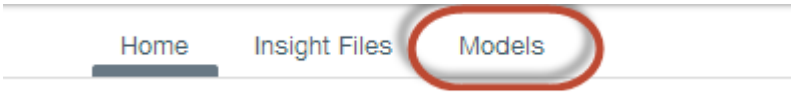
Insight Files

The **Insight Files** page can be accessed from the **Home** page, by clicking the **Insight Files** link in the second level navigation pane, as shown below, or by clicking the **Create an Insight Now** link on the **Creating Insights** tile.

From the Insight Files page, you can create new insights, delete existing insights, view your recent or all of your insights, and search your insights. For more details see the Insight Files section.

Models

The **Models** page can be accessed from the **Home** page, by clicking the **Models** link in the second level navigation pane, as shown below.



From the Models page, you can delete existing models, add models, build look-alike models, view and search your existing models, and view your model library. For more details see the Models section.

Insight Files

What are Insight Files?

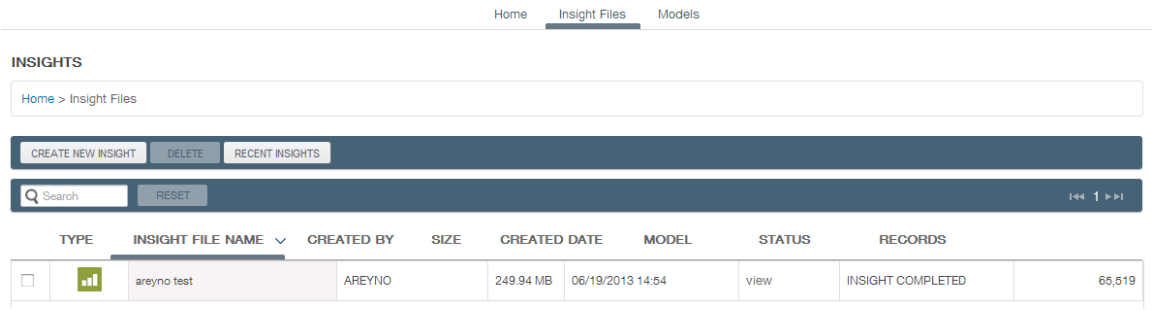
An insight file is a customer file that has been uploaded to the Acxiom File Center (My Data), enhanced through the Gain Insight process, and moved to the Insight Lab for analysis.

Accessing Insight Files

To access the Insight Files page

1. From the Insight Lab Home page, click Insight Files.

The **Insight Files** page displays **Insights,** a list of all available insights associated with your User Name. Clicking a column heading will sort the insight files, based on the column, in ascending ^ or descending v order.



Note: By default, the Insight Files page displays **All Insights** associated with the User Name with which you signed in to Insight Labs. Clicking **Recent Insights** will display the most recent insights.

Working with Insight Files

From the **Insight Files** page you can:

- Create Insight Files
- Delete Insight Files
- View Insight Files
- Search Insight Files

Create Insights

Before you begin

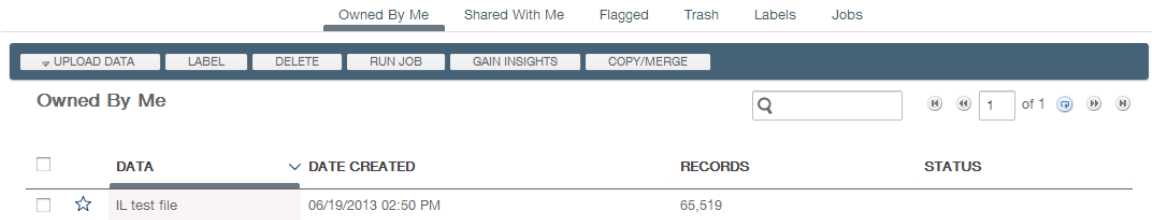
Files that you want to gain insights on must be uploaded to the Acxiom File Center (My Data). If you already have files that you would like to gain insights on in the Acxiom File Center (My Data), you can skip to the To create a new insight section below, otherwise continue to the To upload files to the Acxiom File Center section.

To upload files to the Acxiom File Center (My Data)

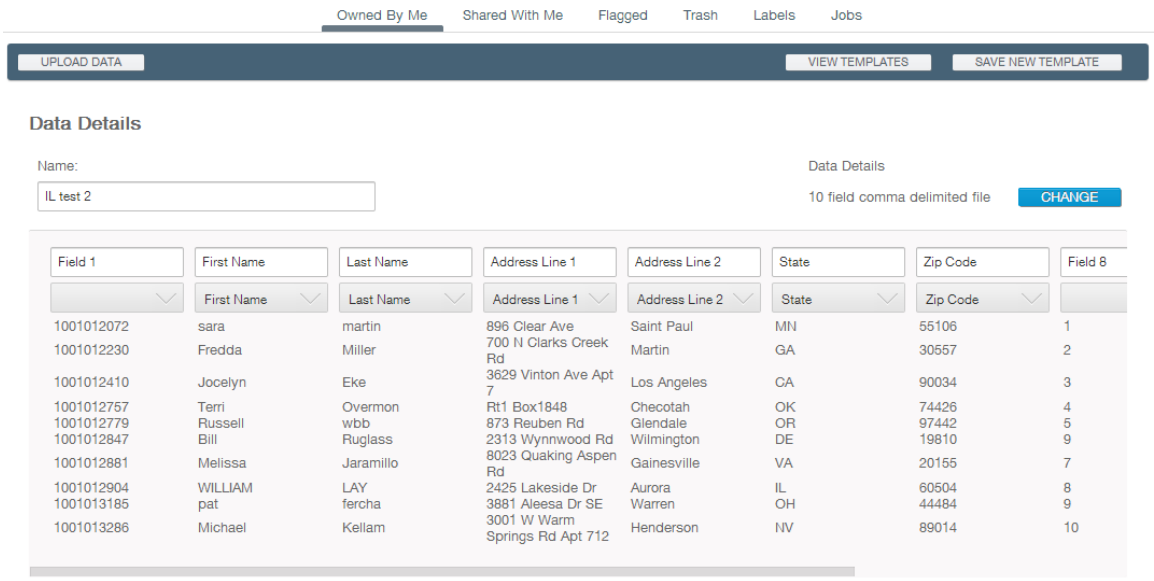
1. From the **Insight Files** page, click **Create New Insight**.
   Once clicked, the next screen displayed is the Acxiom File Center (My Data) where you will upload your file.

   Note: Files loaded by clients must contain the following fields:
   - First Name
   - Last Name
   - Address
   - City
   - State
   - Zip

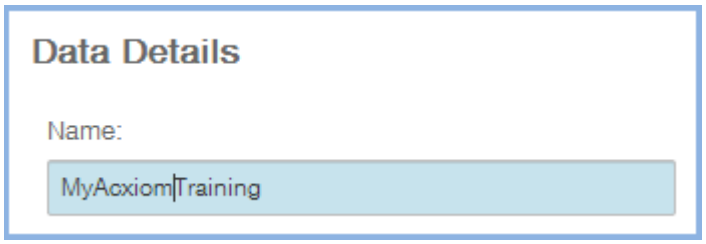
2. From the **My Data** landing page, in the left navigation pane, click **Owned by Me**.



3. Click **Upload Data**.
4. From the drop-list, select **Web Upload**. A dialog box pops-up.
5. Click **Open File**.
6. Navigate to the location on your computer that you have your file stored.
7. Select the file you want uploaded and click **Open**.
   Details of the file you selected will display on the Acxiom File Center **Data Details** page.



8. Verify your records look accurate.
9. In the **Name** field, make sure there are no spaces and/or underscores.



10. Click the **Upload Data** button.

Once the file upload is complete you will see your file(s) listed on the **Owned by Me** page.

Note: Once a file is uploaded in the My Data Center, it can only be used for the gain insight process once, but you can make copies to use for additional processing.

See **About Uploading a File** in the My Data Help for more details on the upload process.

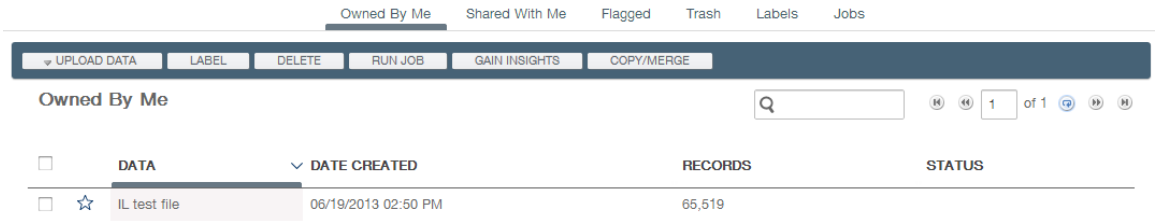
To create a new insight

1. From the Insight Files page, click **Create New Insight**.

   Once clicked, the next screen displayed is the Acxiom File Center (My Data) where you will upload your file.

   .

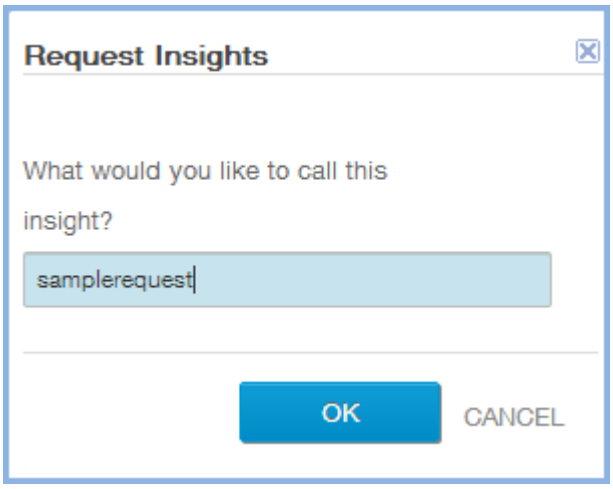
2. In the left navigation pane, select **Owned By Me**.



A page appears with a list of available files.

3. From the list of files, select the files to include in this job and click **Gain Insights**.

   After you click **Gain Insights**, the Request Insights dialog box is displayed, as shown below.



4. In the text box, type a name for the insight request.

   Note: This is the name of the insight request, not the name of the job.

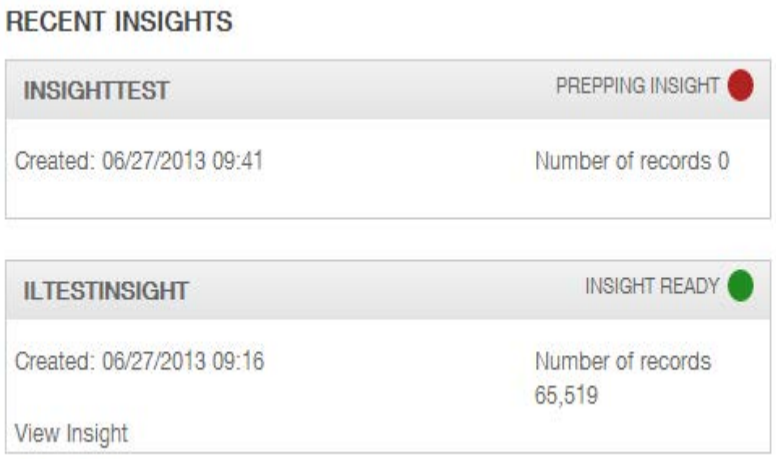
5. To return to the **Owned by Me** page, click **Cancel**.

   OR

   To submit the Insight request, click **OK**.

6. After your request submits, its status displays between the Level 1 and Level 2 navigation panes. When the job completes (or if it fails), a notification is sent to you communicating the outcome of the job.

You can also monitor the status of your insight files being created in the **Recent Insights** section of the Insight Lab **Home** page.



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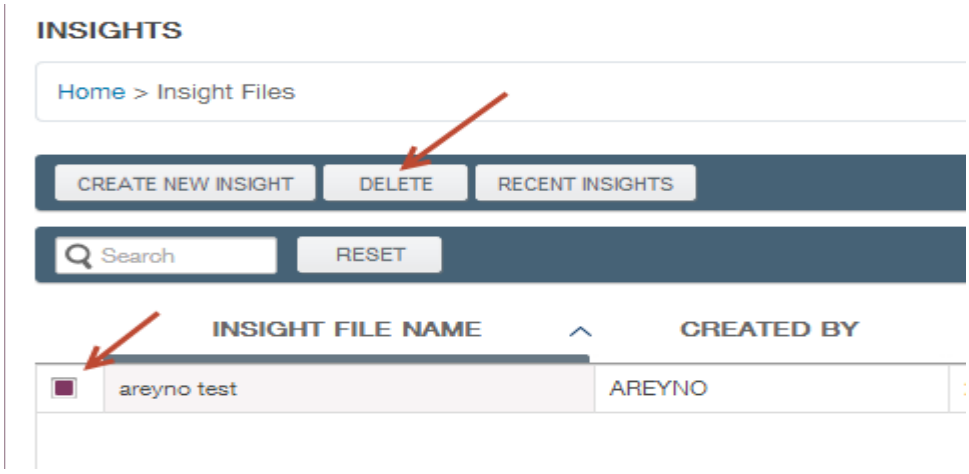
Delete Insights

To delete an insight

Note: Once a file is deleted, it is not possible to recover it. The original client file must be uploaded and insights must be applied again.

1. From the Insight Files page, select the check box next to the insight you want to delete. Selecting an insight enables the **Delete** button.



2. Once you have selected all of the insights to be deleted, click **Delete**.
   The insight is permanently removed from the database.

View Insights

To view recent insights

1. From the Insight Files page, click the **Recent Insights** button.
   Your five most recent insights will display.

To view all insights

1. From the Insight Files page, click the **All Insights** button.
   All insights created with your User ID are displayed.

   Note: All Insights are displayed by default when the Insight Files page is opened.

Search Insights

To search insights

2. From the Insight Files page, in the Search field , enter the search criteria of the insight for which you are searching.

Click the **Enter** key, on your keyboard, to begin the search.

Any insight that has the same letter(s) or word(s) in their description, as those you enter in the search box, is displayed.

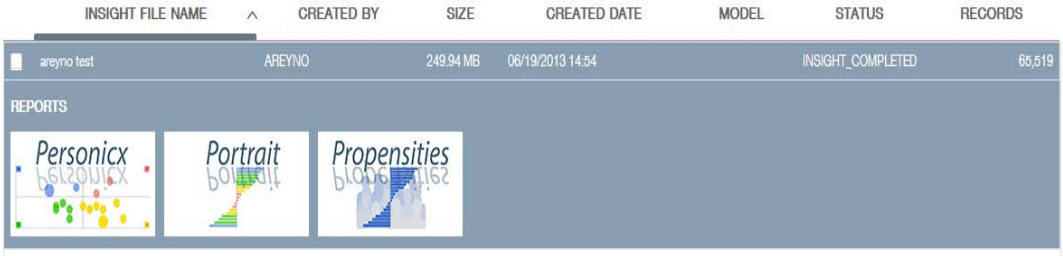
The **Reset** button clears the search field and resets the displayed insights to **All**.

Insight List Options

Field Name	Description
Insight File Name	Indicates the name of the insights available to you. Clicking on the name of an insight opens that insight for viewing with various reporting options. See the Insight Lab Reports section of this document for more details on reports.
Created By	Indicates the name of the user that created the insight.
Size	Indicates the size of the insight file.
Created Date	Indicates the date on which the insight was created.
Model	• **View** – Indicates a model already exists and is available for viewing. • **Create** – Indicates a model does not yet exist and can be created by clicking the **create** link. See the **Models** section for more details on models.
Status	Indicates the state of the insight.

	• **PREPARING_FILE** – Indicates the file you uploaded is being prepared for insight processing. • **READY_FOR_ANALYSIS** - Creation of the insight file is complete. It can be accessed through Insight Lab for analysis. • **INSIGHT_INPROGRESS** - Creating the insight file. The uploaded customer file is being processed through AbiliTec, Hygiene, InfoBase, and Propensities. • **INSIGHT_CANCELLED** – Creation of the insight file was cancelled. You will need to restart the process. • **INSIGHT_HELD** – The customer file is in the queue to begin processing.
Records	Indicates the number of records in the insight file.

When you click on an insight row, a report drawer opens and the available report options are displayed. Clicking the same row again, closes the report drawer.

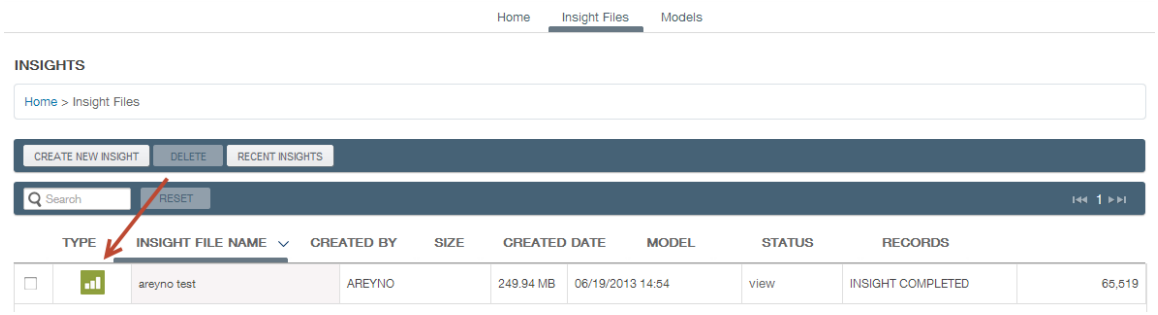


Clicking a report icon takes you to the Insight Files Report page. See Insight Lab Reports for more information about reports.

View Types of Insights

To view type of Insight

1. Under the **Type** heading hover over the icon to view your insight type. These icons represent the application from within the audience platform that supplied the file to Insight Lab.



The following is a list of graphics and their representations:

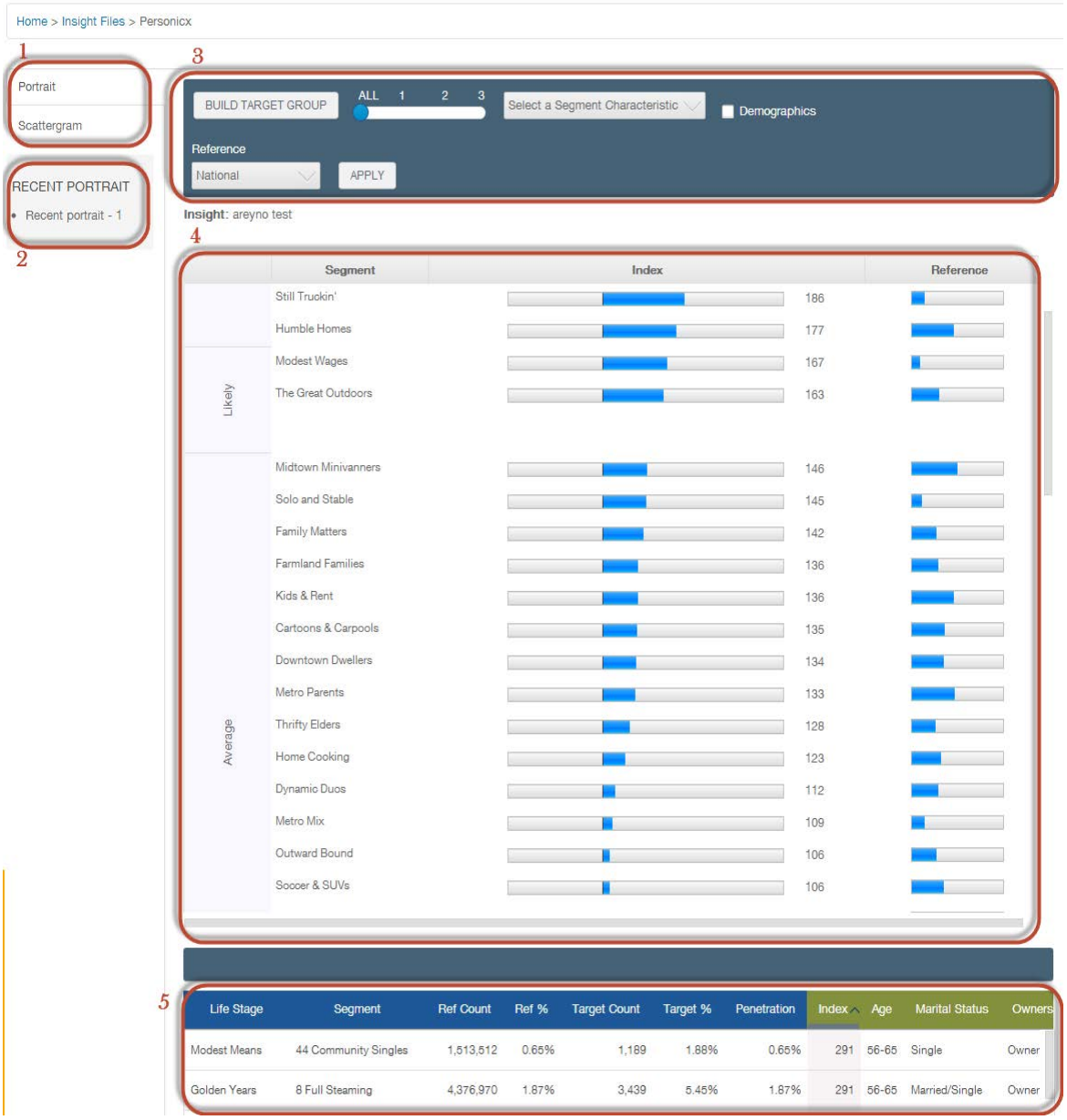
 Audience Manager

 Campain Optimizer – CCCO

 Insight Lab

Insight Lab Reports

The report page shows you information about the insight file.



1 Report Tabs

The reports available are shown in the left navigation pane and are separated by tabs. Clicking on the tab for a specific type of report will display the report in the viewing area.

2 Recent Portrait

Displays recent portraits built by you. This is only available for the Portrait report.

3 Options

You can change various options to customize the report results to meet your needs. See the **Options** sections (of each individual report) for more details.

4 Chart/Probability Index Table or SWOT Analysis Chart

Displays the results, based on the options selected, in a graphical view. A chart/probability index table will display for Portrait reports and a SWOT analysis chart will display for Scattergram reports.

5 Portrait Table

Displays the results of the Portrait Report in a table view. When viewing the Scattergram report this table is referred to as Portrait Report.

Personicx® Portrait Report

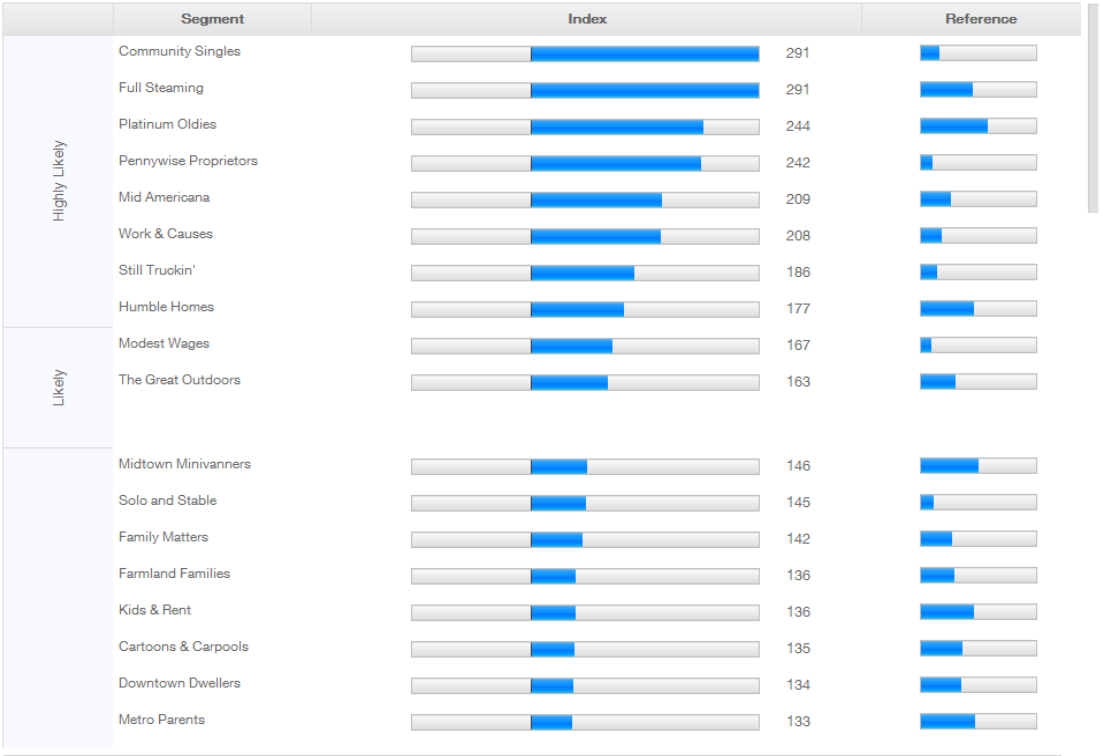
Personicx is a household-level consumer segmentation system created from the actionable marketing universe found in Acxiom's InfoBase and designed to segment all U.S. households according to the consumers' different stage of life and their associated consumer behaviors. The life stages range from young adults just starting out after school to people well into retirement age. There are 70 unique Personicx segments which can be studied at the segment level or rolled up into 21 life stage groups, each consisting of multiple segments.

Personicx Portrait reports compare the Personicx segment distributions of the Insight File to either a national US reference population or to a specific behavior from a national reference population as reported by the MRI syndicated consumer survey. It details which of the population's Personicx clusters are more likely and less likely to contain households similar to the base reference population.
The intent of this analysis is to utilize Personicx to assist in gaining a better understanding of the life stages, interests, and characteristics of households contained in the Insight File being studied. Clients can use the insights uncovered by the report to inform current and future marketing decisions.

To view the Personicx Portrait report, click the Personicx tile.

Following is a sample of a Personicx Portrait report.

Insight: areyno test



Life Stage	Segment	Ref Count	Ref %	Target Count	Target %	Penetration	Index	Age	Marital Status	Owners
Modest Means	44 Community Singles	1,513,512	0.65%	1,189	1.88%	0.65%	291	56-65	Single	Owner
Golden Years	8 Full Steaming	4,376,970	1.87%	3,439	5.45%	1.87%	291	56-65	Married/Single	Owner
Golden Years	9 Platinum Oldies	5,637,996	2.40%	3,706	5.87%	2.40%	244	66+	Married/Single	Owner
Modest Means	68 Pennywise Proprietors	889,949	0.38%	582	0.92%	0.38%	242	46-65	Single	Owner
Our Turn	31 Mid Americana	2,523,659	1.08%	1,424	2.26%	1.08%	209	46-65	Married	Owner
Modest Means	43 Work & Causes	1,677,072	0.72%	942	1.49%	0.72%	208	46-55	Single	Owner
Mature Rustics	54 Still Truckin'	1,330,948	0.57%	667	1.06%	0.57%	186	46-65	Single	Owner
Modest Means	55 Humble Homes	4,515,160	1.93%	2,157	3.42%	1.93%	177	46-65	Married	Owner
Middling Singles	56 Modest Wages	867,897	0.37%	392	0.62%	0.37%	167	30-45	Single	Owner
Mature Rustics	40 The Great Outdoors	2,881,612	1.23%	1,272	2.02%	1.23%	163	46-65	Married	Owner
True Blues	38 Midtown Minivanners	4,870,123	2.08%	1,924	3.05%	2.08%	146	46-65	Married	Owner

Interpreting Index Scores

Indexes greater than 175 are highly likely

Indexes greater than 175 are generally considered to show significant over representation of a cluster in a sample population. It illustrates a possible strength or something unique about the sample being investigated.

Indexes 151 to 175 are Likely

Indexes ranging from 151 to 175 are generally considered to show significant over representation of a cluster in a sample population, although slightly less significant than those greater than 175. It illustrates a possible strength or something unique about the sample being investigated.

Indexes 100 to 150 are Average

Indexes ranging from 100 to 150 are generally considered to be average. In other words, the size of this cluster within the customer sample is not much different than the national distribution.

Indexes under 100 are Unlikely

Indexes less than 100 are generally considered to show significant under representation of a cluster in a sample population. It illustrates a possible weakness for an organization or indicates what portions of the marketplace are not as receptive to your corporate initiatives.

Count Bar Chart

The size of the bar chart in the Count column indicates the relative size of the particular cluster (number of consumers) found within the Acxiom consumer marketing database.

To view the Personicx Report

The following two Personicx reports are currently available:

- Client vs. National
- Client vs. Survey

1. From the Insight Files page, click the insight for which you want to view a report.
   A drawer opens and the available report options are displayed.
2. Click on the image of the Personicx report.
3. Select the options on which you want to report. See the Portrait Report Options section for more details.
4. Click Apply. A Chart/Probability Index table and Portrait table will display.

Portrait Report Options

Following are the options for Personicx reports.

Note: Many of the options are dynamically populated based on the selection made in the drop-list(s) preceding the drop-list being selected.

Build Target Groups

Target groups are combinations of Personicx clusters that form a super cluster. Clients can use the Portrait report to find and build new, custom target groups for further study or for use in marketing campaigns. Target groups are built directly from the Portrait page in the Insight Lab UI.

Selecting the Build Target Group lets you give the target a name, enter an audience for the target group, select the demographics for the target group, and save the target group as well as view previously saved target groups.

Z-Score slider [All, 1, 2, 3]

The Z-Score slider lets you adjust the results based on the level of Z-score to which you slide the filter. Z-Scores are based on the distance between the raw score and the population mean in units of the standard deviation. If the raw score is below the mean, z is negative. If the raw score is above the mean, z is positive. Moving the slider will filter the records in the Personicx Portrait chart to ONLY include those records/rows with a Z---Score greater than the number on the slider.
e.g. If the user sliders the slider control to 3, then only those records with a Z---Score greater than 3 will be shown

Select a Segment Characteristic

The **Select a Segment Characteristic** option displays a list of demographics on which to base your report. Selecting a segment characteristic will add a column to the reports below.

Demographics

The **Demographics** option displays a list of demographics on which to base your report. Selecting the check box next to the **Demographics** option will display all of the demographics in the reports below. You can check or uncheck demographics from the pop-up window as needed.

Reference

The **Reference** option displays two reference options (National and Survey Data) on which to base your report. When indexes are calculated the client file data is the numerator and the reference file data is the denominator. Survey Data uses MRI questions and data and the National is a national representative sample of InfoBase lists.

Category

The options for **Category** are displayed when either of the Reference options is selected. The **Category** option displays the major categories used by the MRI survey to collect data about what consumers purchase or what consumers do.

Sub-Category

The options for **Sub-Category** are displayed when the Survey Data Reference option is selected. The **Sub-Category** option displays a list of sub-categories that are a further break down of categories. Sub-categories cover behaviors and attitudes of how the consumer feels about their purchase, things they do, what they've read, etc.

Question

The options for **Question** are displayed when either of the Reference options is selected. The **Question** option displays questions, from the MRI survey, for the category and sub-category previously selected.

Response

The options for **Response** are displayed when either of the Reference options is selected. The **Response** option displays the responses, from the MRI survey, that were provided based on the category, sub-category, and questions selected in the previous drop-lists.

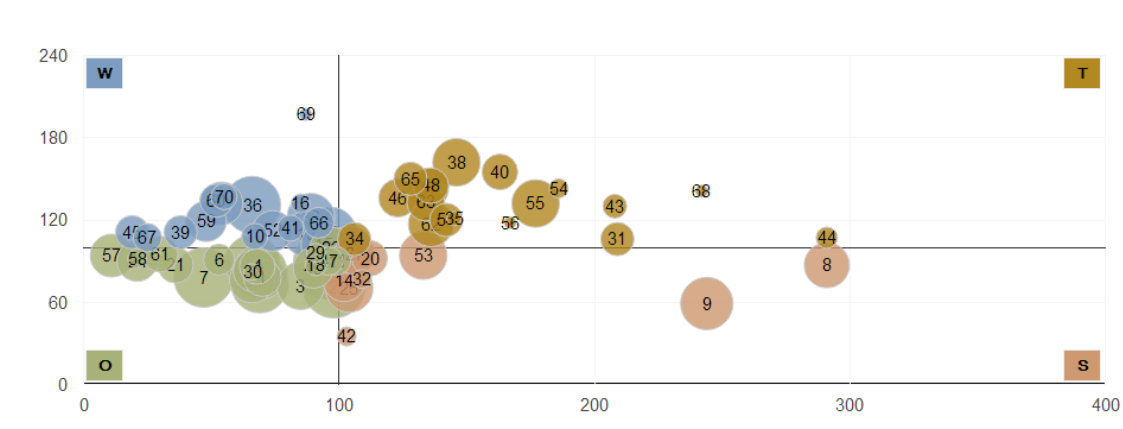
Apply

Clicking **Apply** applies the settings you select to the report.

Personicx® Scattergram Report

A Scattergram or SWOT analysis creates and compares the indexes of an Insight File to those of the total United States with the survey question relative to the overall population This chart compares two portraits' indexes relative to a common base for comparison. They Y axis is labeled in the top left corner of the chart, and the X axis is labeled in the bottom center of the chart.

Following is a sample of a Personicx Scattergram report.



Scattergrams compare ranked indices of two survey research or customer portraits on an "X/Y axis". The result is that each of 70 segments falls into one of these four areas on a grid with four quadrants:

1. Lower Left – Segments not likely to exhibit either behavior
2. Lower Right – Segments that are more likely to exhibit the behavior on the "X" axis than the behavior on the "Y" axis
3. Upper Left – Segments that are more likely to exhibit the behavior on the "Y" axis than the behavior on the "X" axis
4. Upper Right – Segments likely to exhibit both behaviors

These reports will be in two formats:

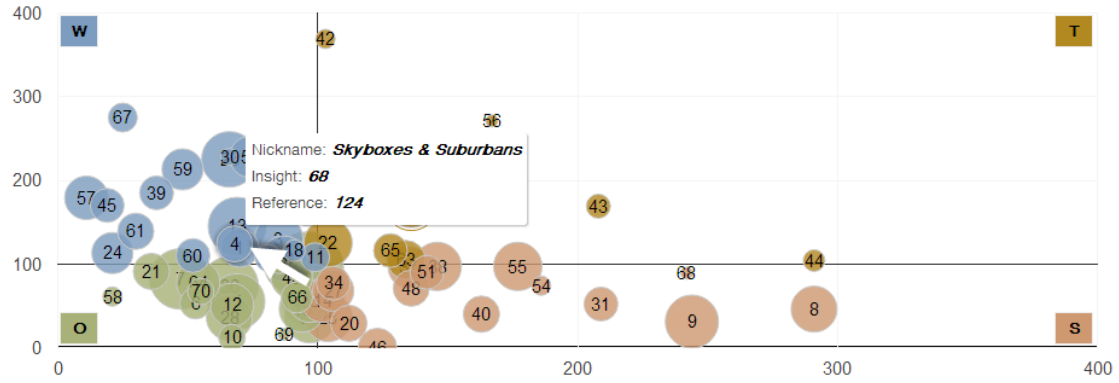
1. Portrait Comparison – the basic form described above
2. SWOT – roughly the same format except that the labels "S", "W", "O", "T" representing "Strength", "Weakness", "Opportunity" and "Threat" are applied to each quadrant as follows:
    1. "Strength" (Lower Right) considered a strength since these are segments likely to favor the brand on the "X" axis than the competitor on the "Y" axis
    2. "Weakness" (Upper Left) considered a weakness since these segments are more likely to favor the competitor on the "Y" axis rather than the one on the "X" axis
    3. "Opportunity" (Lower Left) since these segments are not likely to favor either competitor, there are opportunities to refine the product or message to acquire new customers
    4. "Threat" (Upper Right) the segments that favor either competitor and thus are a threat to be acquired by each.

Tool Tips Text

The tool tip feature explains the contents of the segment. To view the tool tip, hover over the desired Scattergram bubble. It will include:

- Segment Number – Segment Name
- X-Axis Index Value,
- Y-Axis Index Value
- Base Count (X-Axis) Number of Households (this will correspond to the size of bullet)

Following is an example of the Scattergram report with the tool tip shown:



SEGMENT	INSIGHT	REFERENCE	REFERENCE %	CLUSTER AGE	MARITAL STATUS	HOME OWNERSHIP	KIDS	INCOME
21 Children First	36	87	1.18%	18-29	Married/Single	Owner/Renter	Kids: Age Mix	Upper Middle
22 Fun & Games	104	98	2.02%	46-55	Married	Owner	No Kids	Upper Middle
23 Aored Couples	97	99	1.63%	56-65	Married	Owner	No Kids	Upper Middle
24 Career Building	21	90	1.57%	24-29	Single	Renter/Owner	No Kids	Upper Middle
25 Clubs & Causes	104	70	1.96%	66-75	Married/Single	Owner	No Kids	Upper Middle
26 Savvy Singles	66	89	2.49%	30-45	Single	Renter/Owner	No Kids	Upper Middle
27 Soccer & SUVs	106	95	1.46%	30-45	Married	Owner	Kids: School-age	Upper Middle
28 Suburban Seniors	66	76	1.86%	76+	Married/Single	Owner	No Kids	Upper Middle
29 City Mixers	91	96	0.54%	36-45	Single	Owner/Renter	No Kids	Upper Middle
30 Spouses & Houses	66	82	0.49%	24-29	Married	Owner	No Kids	Middle

To view the Personicx Scattergram Report

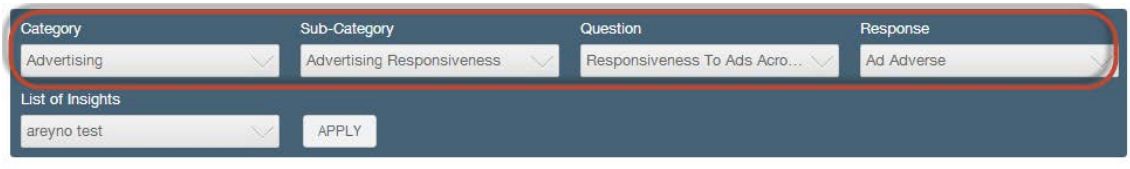
1. From the Insight Files page, click the insight for which you want to view a report. A drawer opens and the available report options are displayed.

2. Click on the image of the Personicx report.
3. In the left navigation pane, select Scattergram.
4. Select the options on which you want to report. See the Scattergram Report Options section for more details.
5. Click Apply. A SWOT Analysis chart and Scattergram report will display.

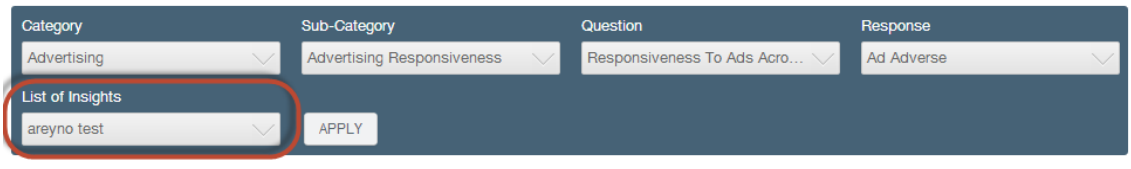
Scattergram Report Options

Following are the options for Personicx Scattergram reports.

The top row represents the Y axis on the scattergram report. This is based on Survey Data.



The bottom row represents the X axis on the scattergram report.



Y Axis Options

Category

The **Category** option displays the major categories used by the MRI survey to collect data about what consumers purchase or what consumers do.

Sub-Category

The **Sub-Category** option displays a list of sub-categories that are a further break down of categories. Sub-categories cover behaviors and attitudes of how the consumer feels about their purchase, things they do, what they've read, etc.

Question

The **Question** option displays questions, from the MRI survey, for the category and sub-category previously selected.

Response

The **Response** option displays the responses, from the MRI survey, that were provided based on the category, sub-category, and questions selected in the previous drop-lists.

X Axis Options

List of Insights

The **List of Insights** option displays a list of available insights based on user name. The insight you select will be displayed as the data on the X axis on the scattergram.

Apply

Clicking **Apply** applies the settings you select to the report.

Audience Portrait Report

The Audience Portrait report compares the demographic and lifestyle/interest characteristics of customer households within the Insight File to the characteristics of households in a national reference population. The reference population contains a cross-section of randomly selected household records from the InfoBase™ Database. The result of the comparison is a list of characteristics that identify and distinguish your customer households in the Insight File.

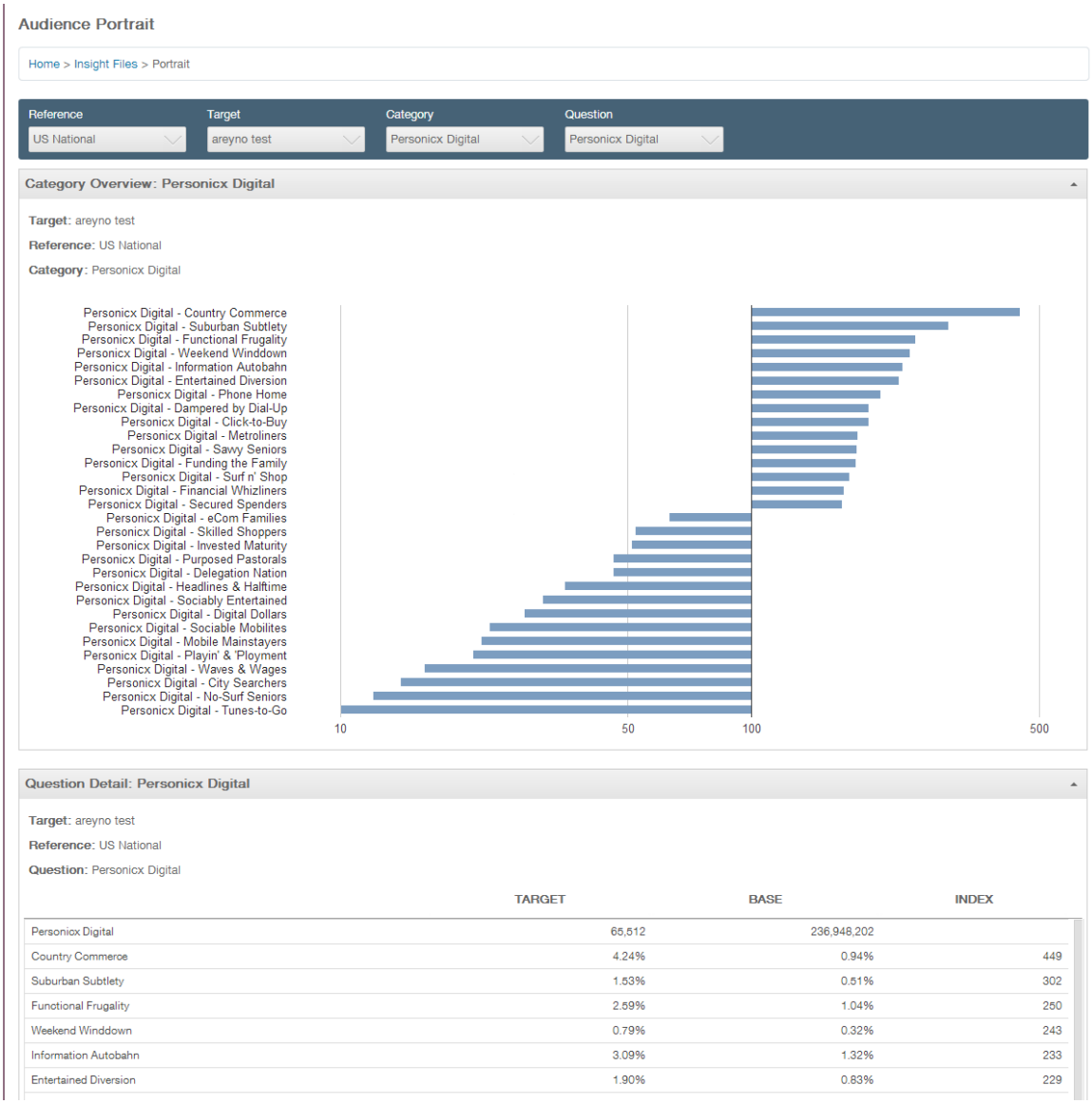
Audience Portrait reports use charts and diagrams combined with tabular lists to show the characteristics and their associated index values, grouped by high level category, that distinguish the customer households from households in the reference population. In the tabular list report, characteristics on the left of each page are over-represented in the customer portrait; these characteristics identify your Insight File records representing the customers you are studying. The list of characteristics on the right of each page, are under-represented in the customer portrait.

In the chart view the directions are reversed but the meanings are clear; characteristics indexing highly are on the top half and point to the right, those indexing lower are on the bottom half and point to the left.

The index value, associated with each characteristic, is a statistical comparison of the percent of households in the customer file possessing a specific characteristic, and the percent of households in the reference population possessing that same characteristic. Index values greater than 100 indicate characteristics that are over-represented, and index values less than 100 indicate characteristics that are under-represented.

To view the Audience Portrait Report, click on the Portrait tile.

Following is a sample of the Audience Portrait Report



Category Overview

The Category Overview chart displays results based on all of the different question and response values within the category being studied. For example, if there are 30 different

InfoBase fields in the demographic category and those 30 variables have 150 total responses, the report looks at all 150 of those different responses between the two files (the target and the reference), calculates for you which ones have the biggest difference both positive and negative, and displays the result in the chart.

Question Detail

The Question Detail chart makes a comparison between the target and the reference for a specific question selected (e.g., Personicx Digital), and shows the distribution for that question on the client file and the distribution on the reference file; from there the index can be seen.

To view the Audience Portrait Analysis Report

1. From the Insight Files page, click the insight for which you want to view a report.
   A drawer opens and the available report options are displayed.
2. Click on the image of the Portrait report
3. Select the options on which you want to report. See the Audience Portrait Analysis Report Options section for more details.
4. Click Apply. A Category Overview chart and Question Detail table will display.

Audience Portrait Analysis Report Options

Following are the options for Audience Portrait Analysis report.

Reference

The **Reference** option displays National Data on which to base your report. When indexes are calculated the client file data is the numerator and the reference file data is the denominator. The National reference is a national representative sample of InfoBase lists.

Target

The target drop down list will display targets that have been built, named and saved in previous screens.

Category (categories of InfoBase data available) (Populates widget #1)

The Category option displays the major InfoBase categories available for describing your Insight file. Detailed results for Category are displayed in the **Category Overview** chart.

Question

The **Question** option displays more detailed InfoBase elements that can be used in describing your Insight. Detailed results for Question are displayed in the **Question Detail** chart.

Audience Propensities Report

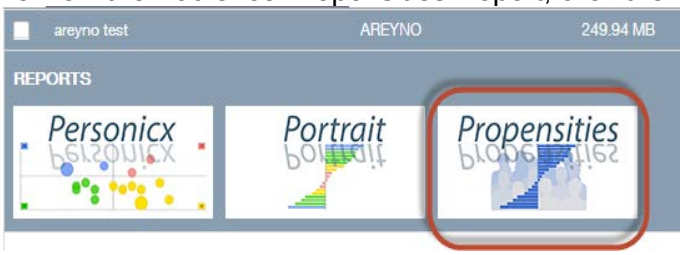
The Audience Propensity report compares Acxiom's pre-built Audience Propensities of customer households within the Insight File to the propensities of households in a national reference population. The reference population contains a cross-section of randomly selected household records from the InfoBase™ Database. The result of the comparison is a list of propensities that identify and distinguish your customer households in the Insight File.

Audience Propensity reports use charts and diagrams combined with tabular lists to show the characteristics and their associated index values, grouped by high level category, that distinguish the customer households from households in the reference population.
In the tabular list report, propensities on the left of each page are over-represented in the propensity portrait; these propensities identify your Insight File records representing the customers you are studying. The list of propensities on the right of each page, are under-represented in the propensity portrait.

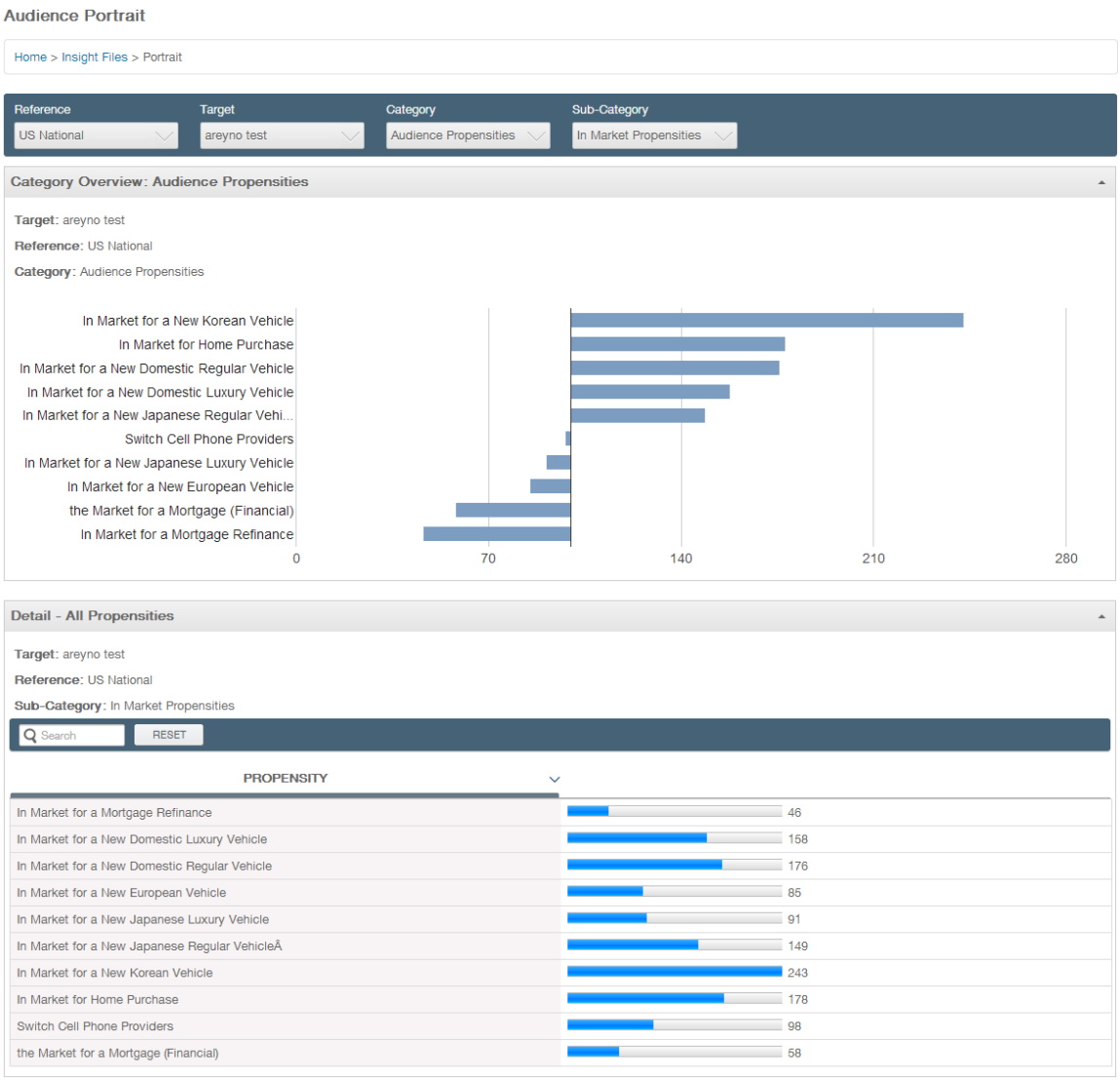
In the chart view the directions are reversed but the meanings are clear; propensities indexing highly are on the top half and point to the right, those indexing lower are on the bottom half and point to the left.

The index value, associated with each characteristic, is a statistical comparison of the percent of households in the customer file possessing a specific propensity, and the percent of households in the reference population possessing that same propensity. Index values greater than 100 indicate propensities that are over-represented, and index values less than 100 indicate propensities that are under-represented.

To view the Audience Propensities Report, click the Propensities tile.



Following is a sample of the Audience Propensities Report.



Category Overview

The Category Overview chart is pre-set to display Audience Propensities. The butterfly chart automatically calculates and displays the top and bottom 15 propensities that index the highest for your current Insight File. All the remaining Audience Propensities are available for analysis be selecting the Sub Category option.

Detail

The Sub Category drop-down option displays the seven major types of Acxiom prebuilt Audience Propensities: In-Market, Attitude and Behavior, Brand, Product, Channel, Spending and Media Usage. The Sub-Category Detail chart makes a comparison between the target and the reference for a specific sub-category selected (e.g., In-Market Propensities), and shows the distribution for that sub-category on the client file and the distribution on the reference file; from there the indices can be seen.

To view the Audience Propensities Report

1. From the Insight Files page, click the insight for which you want to view a report.
   A drawer opens and the available report options are displayed.
2. Click on the image of the Audience Propensities report.
3. Choose a Category
4. Choose a Sub-Category

Audience Propensities Report Options

Following are the options for Audience Propensities report.

Reference

The **Reference** option displays a National reference on which to base your report. When indexes are calculated the client file data is the numerator and the reference file data is the denominator. The National reference is a national representative sample of InfoBase lists.

Target

The target drop down list will display targets that have been built, named and saved in previous screens

Category

The Category option is pre-set to display Audience Propensities. The butterfly chart automatically calculates and displays the top and bottom 15 propensities that index the highest for your current Insight File

Sub-Category

The Sub Category drop-down option displays the seven major types of Acxiom prebuilt Audience Propensities: In-Market, Attitude and Behavior, Brand, Product, Channel, Spending and Media Usage. Selecting a sub-category displays two types of charts: the first is the top and bottom fifteen highest indexing propensities; the bottom chart displays all the propensities and their calculated indices. In this bottom section you can all use the search function to identify specific propensities within a particular sub-category.

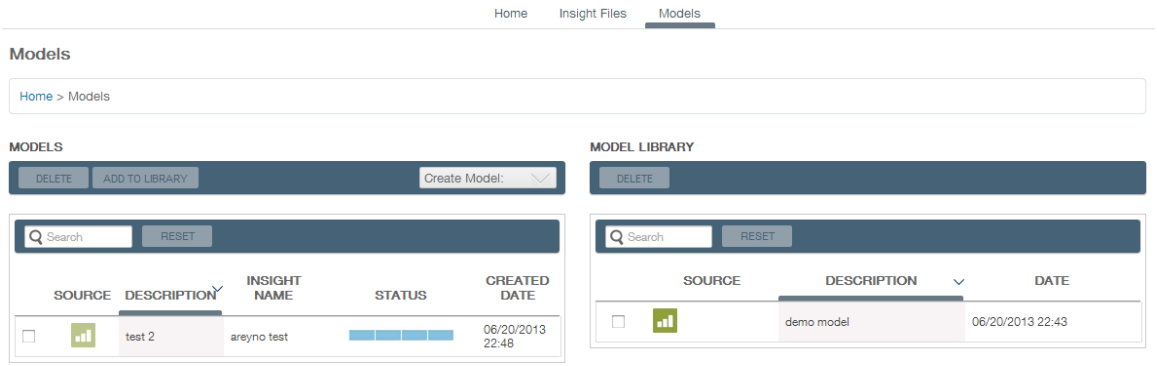
Models

In addition to the extensive Acxiom Audience Propensities catalog, available in the Insight Lab for evaluation and purchase, you can create a look-alike model.

Look-alike models are used to find larger audiences of consumers possessing characteristics similar to your best customers, or perhaps the characteristics of any segment in which you have an interest. *Lift Charts and Cumulative Gains Table* reports are provided to help you evaluate model performance.

Propensity models predict future customer behavior based on a given marketing objective, such as their propensity to buy or likelihood they will respond to an offer, by linking primary consumer response behavior with often unexpected predictive factors available through the InfoBase database. *Lift Charts and Cumulative Gains Table* reports are provided to help you evaluate model performance.

Following is a screencast of the Models page.



Models

Build a Look-alike Model[1]

1. From the Models page, in the Models widget, click **Look-alike Modeling**.
2. Select the insight file you want to use for your model.
3. In the **New Model Name** box, enter a name for your model.
4. Click **Build Model**.

[1] Only national representative reference file is currently available for use in building reliable look-a-like models; configuring regionally representative reference files are planned for a future release.

Delete Model

To delete a model

1. From the Models page, in the Models widget, select the check box next to the model you want to delete.
2. From the Models page, in the Models widget, click **Delete**.

Note: Deleting a model from the Models widget will also remove the model from the Models Library.

Add to Library

To add a model to the Models Library

1. From the Models page, in the Models widget, select the check box next to the model you want to add to the Models Library.
2. From the Models page, in the Models widget, click **Add To Library**.

Search

To search in the Models Widget

1. In the search box type model name
2. Click Enter
3. Click **Reset** button to clear search. The **Reset** button clears the search field and resets the displayed models to **All**.

Models Library

Delete Model

To delete a model from the Models Library

1. From the Models page, in the Models Library widget, select the check box next to the model you want to delete.
2. From the Models page, in the Models Library widget, click **Delete**.

Search

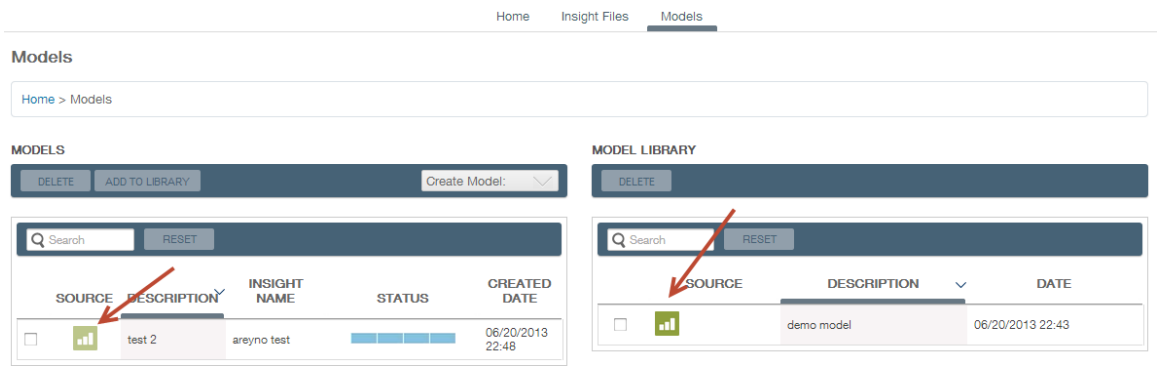
To search in the Model Library

1. In the search box type model name
2. **Click** Enter
3. Click **Reset** button to clear search. The **Reset** button clears the search field and resets the displayed models to **All**.

View Source of Model

To view Source of the Model

1. Under the **Source** heading hover over the icon to view your Model Source. These icons represent the source application from within the audience platform that supplied the model to Insight Lab.



The following is a list of source graphics and their representations:

Audience Manager

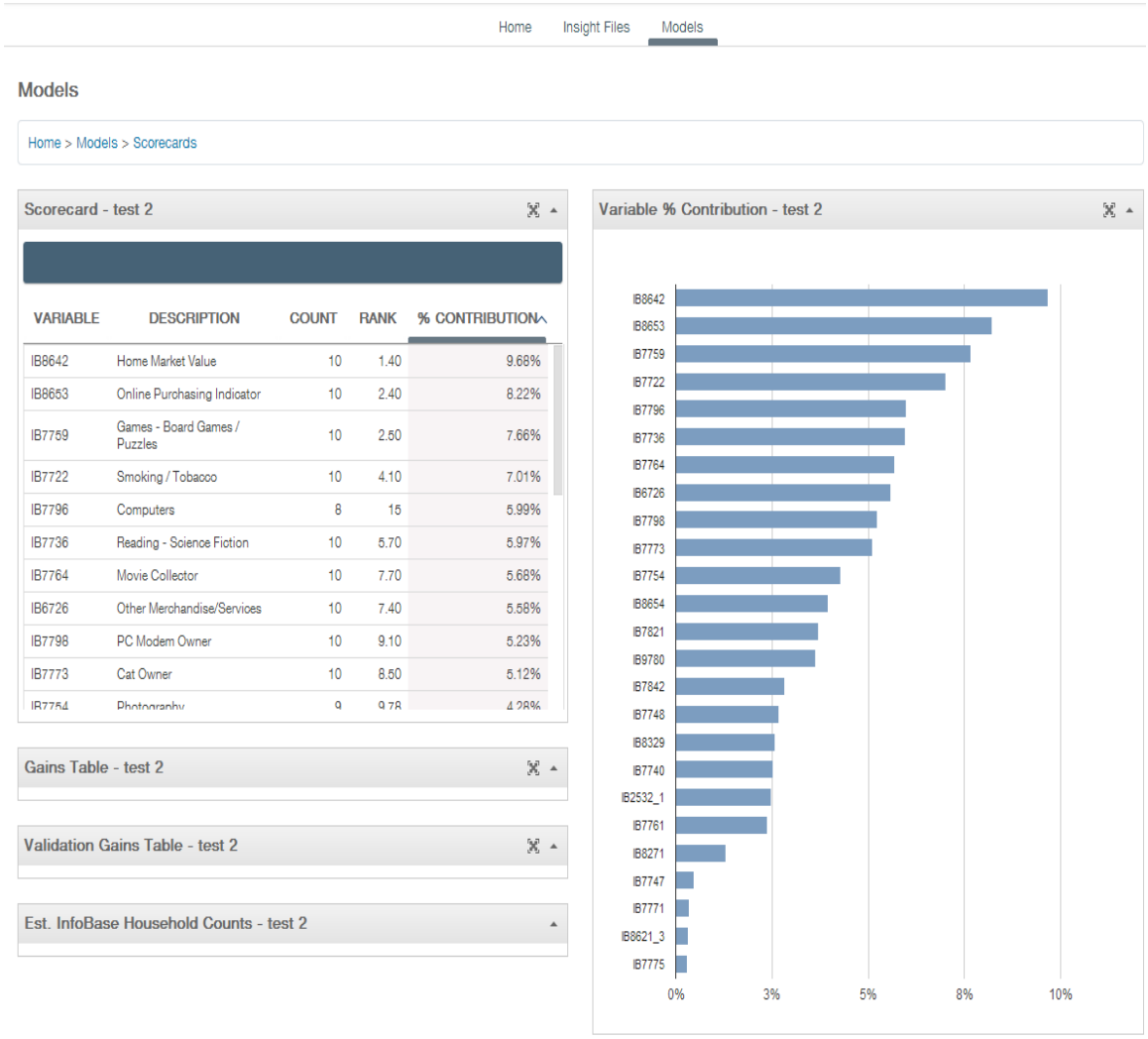
Campaign Optimizer – CCCO

Insight Lab

Evaluating Model Performance

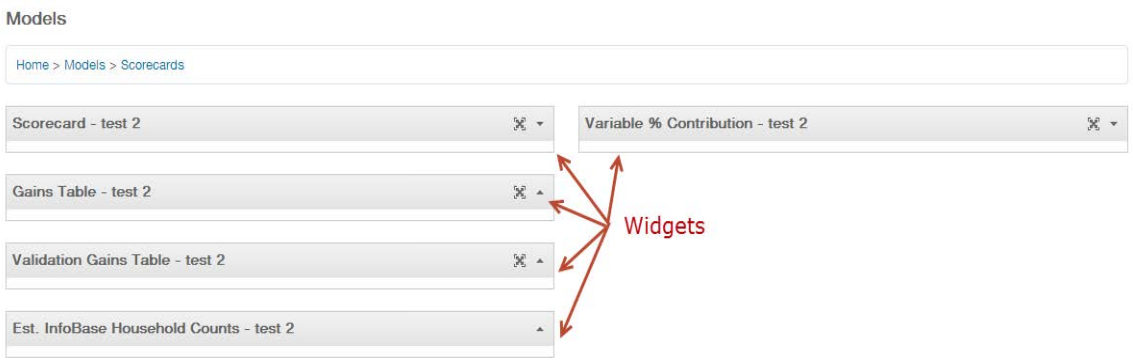
The **Models** page displays a list of models associated with the User Name as well as the reports available.

Following is screencast of the **Models** page.

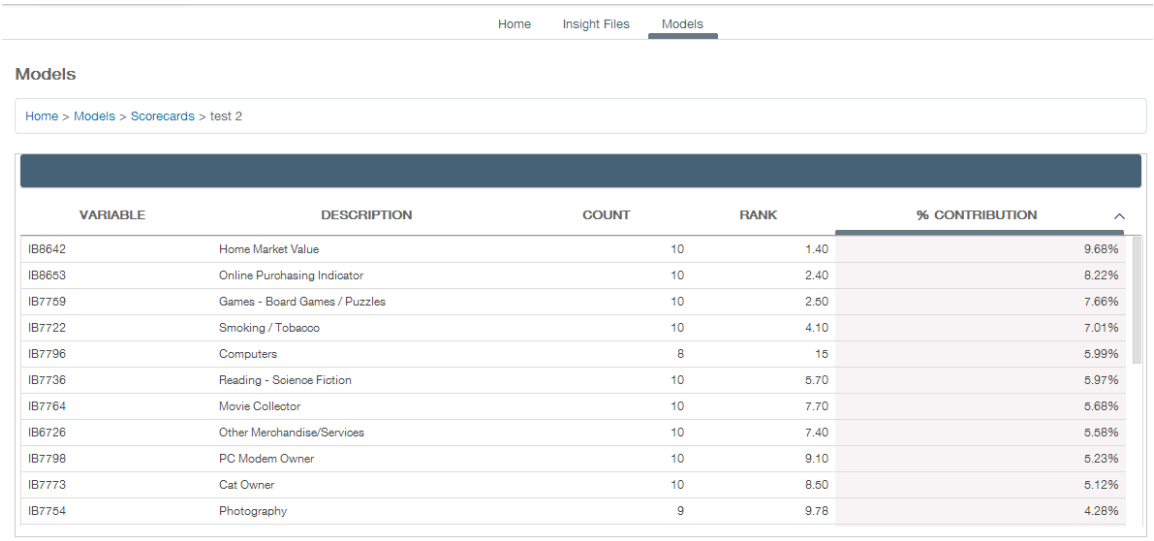


Using Model Report Widgets

When you first access the Models page, the widgets may or may not be expanded. You can move the widgets around the page by dragging and dropping them. You can also expand or collapse the widgets.

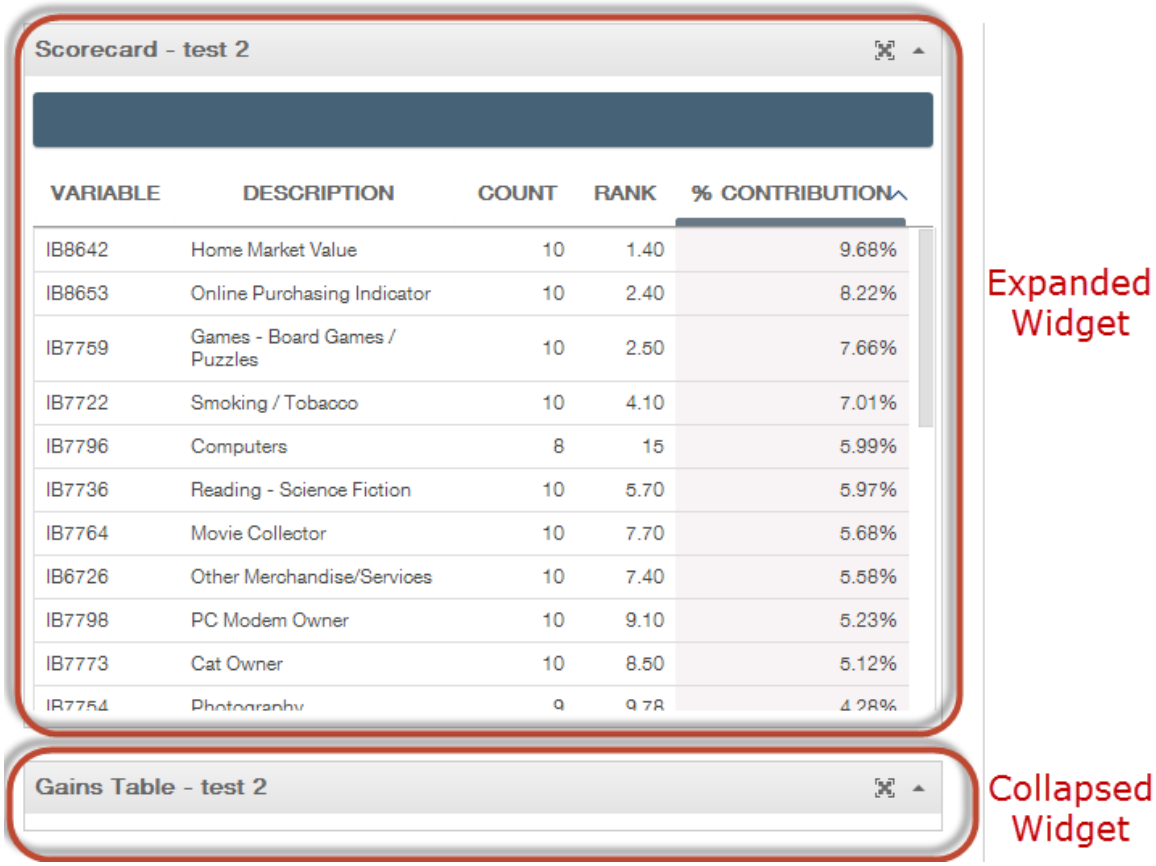


You can view the reports in a separate page by clicking on the expand icon . This will display the report in a new page. To return to the Models page, click the back arrow on your browser.



VARIABLE	DESCRIPTION	COUNT	RANK	% CONTRIBUTION
IB8642	Home Market Value	10	1.40	9.68%
IB8653	Online Purchasing Indicator	10	2.40	8.22%
IB7759	Games - Board Games / Puzzles	10	2.50	7.66%
IB7722	Smoking / Tobacco	10	4.10	7.01%
IB7796	Computers	8	15	5.99%
IB7736	Reading - Science Fiction	10	5.70	5.97%
IB7764	Movie Collector	10	7.70	5.68%
IB6726	Other Merchandise/Services	10	7.40	5.58%
IB7798	PC Modem Owner	10	9.10	5.23%
IB7773	Cat Owner	10	8.50	5.12%
IB7754	Photography	9	9.78	4.28%

You can expand and collapse the widgets to view them on the Models page by clicking the up and down arrows.



Modeling Reports

Scorecard

The Model Score Card helps you understand the relative importance of each variable specified in the model. The modeling build process uses an ensemble technique, so for each dependent variable, ten models are built from ten random samples.

The Score Card summarizes the number of times each variable has been statistically included in one or more of ten ensembles, the average rank of the variable (1=top rank), and the relative contribution each variable contributes to the model.

Report Columns

Following are descriptions of each of the report column headings.

Variable

A variable is an InfoBase element (e.g., IB2009).

Description

Description is an interpretation of the **variable**. It is more descriptive than **IB2009**.

Count

The count is the number of times a specific variable was included in one of the ten ensemble models.

Rank

The rank is the order in which the model entered into one of the ten ensembles. More important variables are ranked higher. The higher the rank, the more influence the variable has on the ten ensemble models.

%Contribution

% Contribution is the result of first calculating the Absolute Contribution of each variable in each model as ABS (Standardized Estimate)/Sum of ABS (Standardized Estimates). Then, calculating the Total Absolute Contribution of each variable, for all models, is the sum of the Absolute Contributions for that variable divided by the number of models. It shows the relative explanatory power of the variable with in the ten ensemble models.

Following is a sample of the Scorecard for Model report.

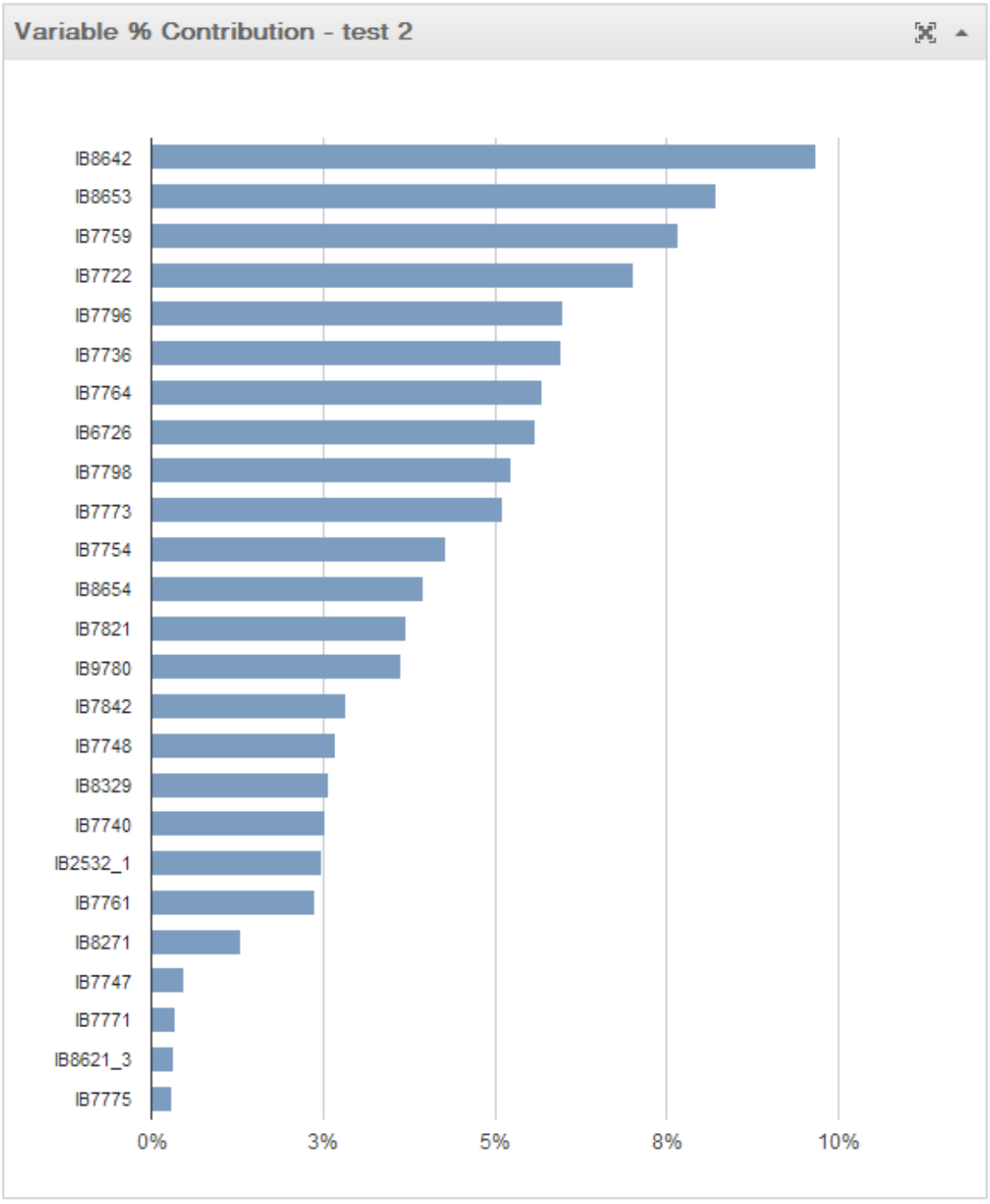
Scorecard - test 2

VARIABLE	DESCRIPTION	COUNT	RANK	% CONTRIBUTION
IB8642	Home Market Value	10	1.40	9.68%
IB8653	Online Purchasing Indicator	10	2.40	8.22%
IB7759	Games - Board Games / Puzzles	10	2.50	7.66%
IB7722	Smoking / Tobacco	10	4.10	7.01%
IB7796	Computers	8	15	5.99%
IB7736	Reading - Science Fiction	10	5.70	5.97%
IB7764	Movie Collector	10	7.70	5.68%
IB6726	Other Merchandise/Services	10	7.40	5.58%
IB7798	PC Modem Owner	10	9.10	5.23%
IB7773	Cat Owner	10	8.50	5.12%
IB7754	Photography	9	9.78	4.28%

Variable's Percent Contribution Chart

The Variable's Percent Contribution chart helps you visually determine the importance each variable contributes to the overall model. It also provides a model portrait of your target audience.

Following is a sample of the Variable's Percent Contribution chart.



Key Points for Cumulative Gains and Lift Charts

- Lift is a measure of a predictive model's effectiveness and is calculated as the ratio between the results obtained with and without a predictive model
- Both the cumulative gains and lift charts are visual aids for measuring a model's performance
- Both charts contain a lift curve and a baseline
- The greater the area between the lift curve and the baseline, the better the model

Cumulative Gains Chart

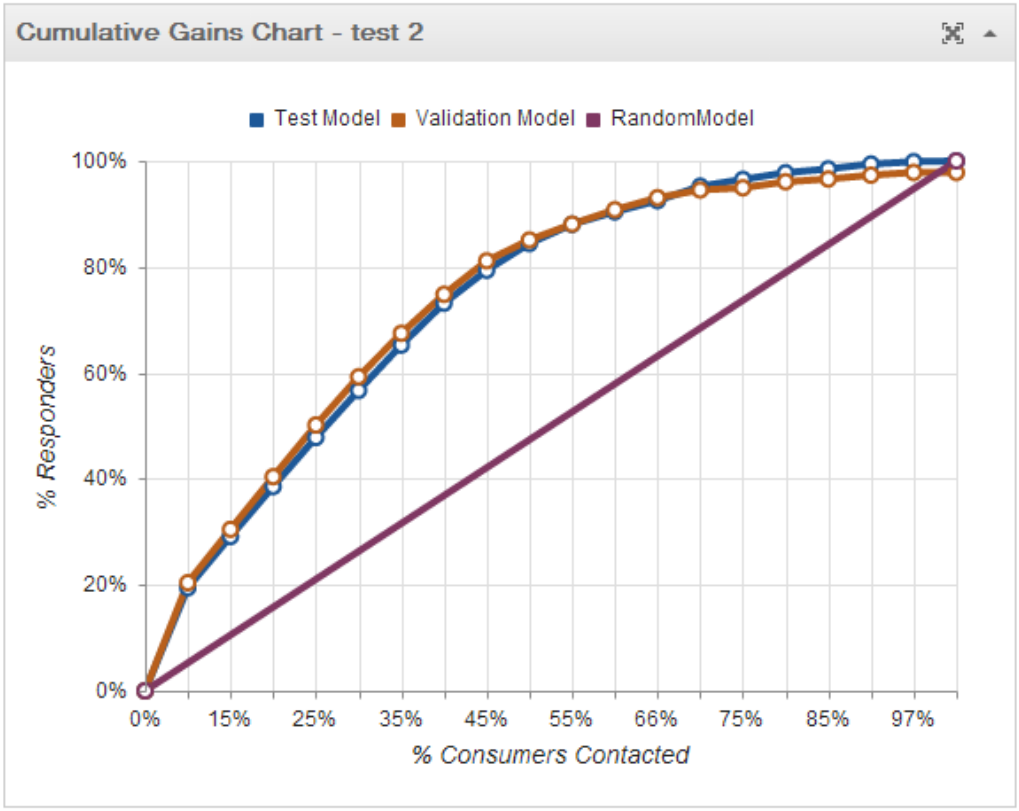
The **Cumulative Gains Chart** helps you visually determine how effective you can be by selecting a relatively small number of consumers while getting a relatively large portion of the responders.

- The Y-axis shows the percentage of total possible positive responses.
- The X-axis shows the percentage of consumers contacted, which is a fraction of all consumers.
- The Baseline or Random line in the Gains Chart represents the average or overall response rate - contacting X% of the customers will produce X% of the total positive responses.
- The Test Model lift curve represents the likely percent of responders for each percent of consumers contacted – contacting X% of customers will produce Y% of the total positive responses.
- The Validation Model lift curve represents the likely percent of responders for each percent of consumers contacted – contacting X% of customers will produce Y% of the total positive responses.

The greater the area between the two lift curves and the Random Model (baseline), the more the model is able to *concentrate likely responses* in the top deciles. The chart shows how much more likely it is to receive responses from consumers selected from a predictive model than if you contact a random sample of consumers.

As with any model development practice, Acxiom establishes a model build sample(s) and a holdout sample for immediate validation of the models using standard best practices: two almost identical cumulative gains curves indicate the model is well validated.

Following is a sample of the Cumulative Gains Chart.

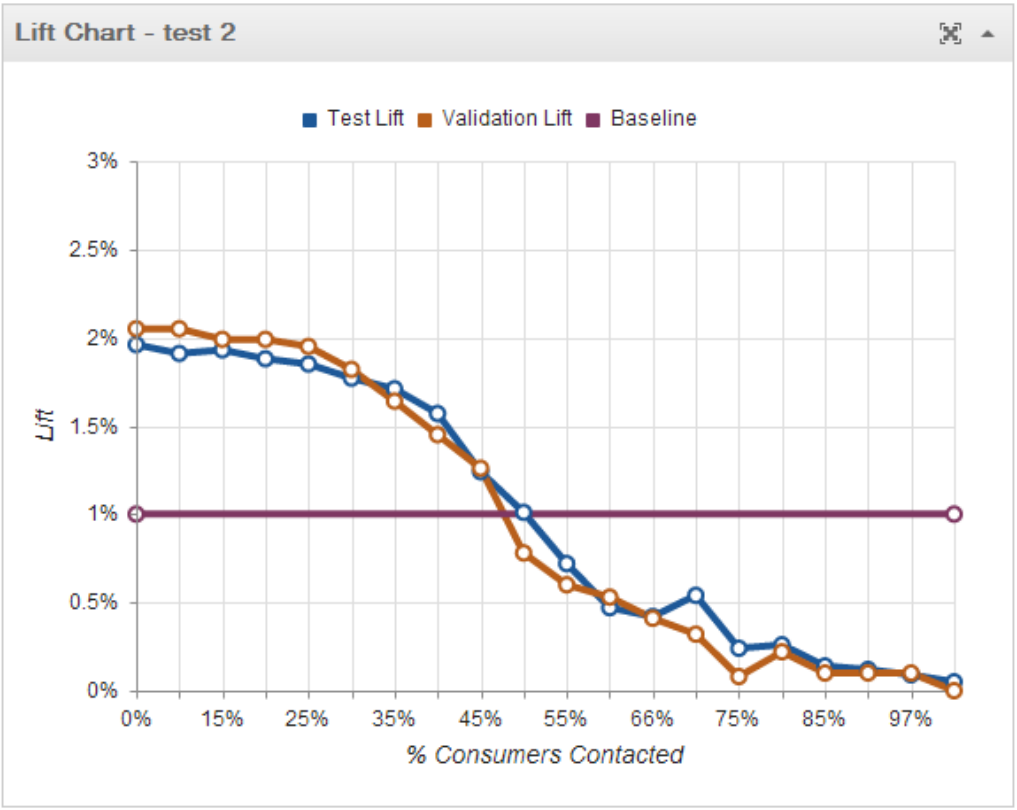


Lift Chart

A **Lift Chart** shows the actual lift produced from using a model. The points on the lift curve are determined by calculating the ratio between the result predicted by the model and the result using no model. The lift chart shows *how much more likely* you are to receive positive responses than if you just contact a random sample of customers.

As with any model development practice, Acxiom establishes a model build sample(s) and a holdout sample for immediate validation of the models using standard best practices: two almost identical lift curves indicate the model is well validated.

Following is a sample of the Lift Chart.



Gains Tables

The Gains Table and Validation Gains Table represent another way of showing how well your model is likely to perform. Gains tables are usually organized in deciles (10 breaks), demi-deciles (20 breaks) or centiles (100 breaks). These tables contain important information about the target group in which you have interest and a comparison reference group.

Report Columns

Following are descriptions of each of the report column headings for both the Gains Table and Validation Gains Table.

Source

Indicates whether the gains table is based on the test sample (T) used for building the model, or Validation (V), or hold out sample used for validating the model.

Rank

The gains table is organized into equal number of **breaks** (e.g., Deciles or 10 breaks). The rank is the order in which the model entered into one of the ten ensembles. More important variables are ranked higher. The higher the rank, the more influence the variable has on the ten ensemble models.

Lift

Lift Index is the (Target % within a break, divided by the Total Target Rate)*100: the total target rate is calculated as the Total Cum Target/Total Cum Total (the counts found in the last break of each of the two columns respectively). The Lift Index/100 by break is also plotted along the Y-axis of the Lift Chart.

Total

Total number of Target records + Reference records by breaks used in the modeling sample.

Cum Total

Total number of records in the first break + the total number of records in the next break.

Cum Total %

Total % of records in the first break + the total % in the next break which total to 100% across all breaks. The **Cum Total%** creates the X-axis of the Lift Chart and the X-axis for the Cumulative Gains Chart.

Target

Total number of customers by break in your file.

Target %

Also known as Target Rate, is the total number of your customers in a break / by the total number of records in a break.

Cum Target

Total number of customers in the first beak + the total number of customers in the next break.

Cum Ref

Total number of reference file records in the first break + the total number of reference consumers in the next break.

Cum Target%

The total target% for the first break+ the total target% for the next break which total to 100% across all breaks. The Cum Target% is also plotted up the Y-axis for the Cumulative Gains Chart.

Cum Ref %

The total % for the first break+ the reference % for the next break which total to 100% when cumulated across all breaks.

Lower Bound

The lowest model score for a particular break.

Upper Bound

The highest model score for a particular break.

KS

Stands for “Kolmogorov-Smirnov,” a statistic that is a standard measure used in evaluating a model’s ability to discriminate between the customer and reference file. In practice the range is generally from about 20 to 70: below 20 indicates questionable discrimination, above 70 is probably too good to be true.

Following are samples of the Gains Table and the Validation Gains Table.

Gains Table

Gains Table - test 2

RANK	LIFT	TOTAL	CUM TOTAL	CUM TOTAL %	TARGET	TARGET %	CUM TARGET	CUM REF	CI TAF
1	196	400	400	5.00%	397	99.25%	397	3	
6	191	401	801	10.02%	388	96.76%	785	16	
11	193	399	1,200	15.01%	390	97.74%	1,175	25	
16	188	400	1,600	20.01%	381	95.25%	1,556	44	
21	185	399	1,999	25.00%	373	93.48%	1,929	70	
26	177	400	2,399	30.00%	358	89.50%	2,287	112	
31	171	400	2,799	35.01%	346	86.50%	2,633	166	
36	157	400	3,199	40.01%	318	79.50%	2,951	248	
41	124	400	3,599	45.01%	251	62.75%	3,202	397	
46	101	399	3,998	50.00%	204	51.13%	3,406	592	
51	72	400	4,398	55.00%	146	36.50%	3,552	846	

Validation Gains Table

Validation Gains Table - test 2

RANK	LIFT	TOTAL	CUM TOTAL	CUM TOTAL %	TARGET	TARGET %	CUM TARGET	CUM REF	CU TAR %
1	205	99	99	4.94%	98	98.99%	98	1	
6	205	100	199	9.93%	99	99.00%	197	2	
11	199	101	300	14.97%	97	96.04%	294	6	
16	199	100	400	19.96%	96	96.00%	390	10	
21	195	100	500	24.95%	94	94.00%	484	16	
26	182	100	600	29.94%	88	88.00%	572	28	
31	164	100	700	34.93%	79	79.00%	651	49	
36	145	101	801	39.97%	71	70.30%	722	79	
41	126	100	901	44.96%	61	61.00%	783	118	
46	78	100	1,001	49.95%	38	38.00%	821	180	
51	60	100	1,101	54.94%	29	29.00%	850	251	

Estimated InfoBase Audience Counts Chart

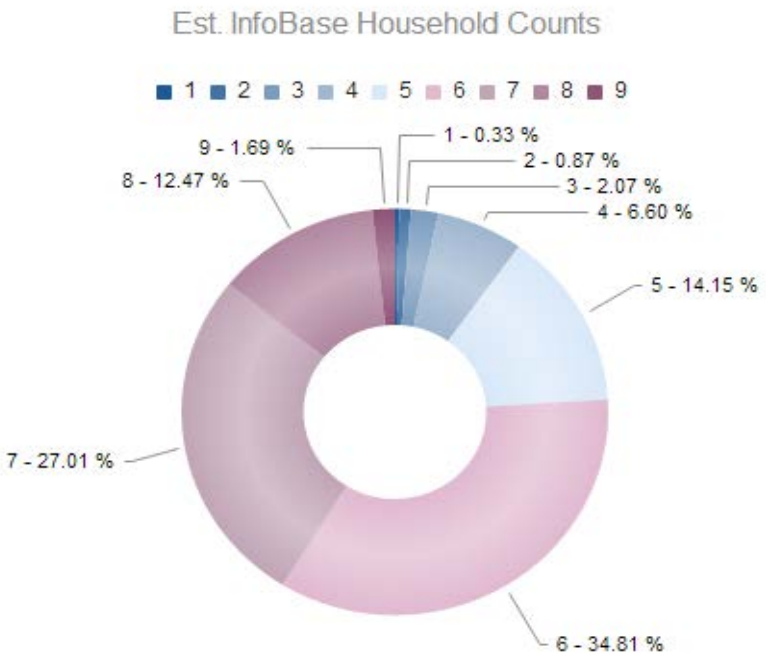
The Estimated InfoBase Audience Counts chart displays the results of an InfoBase sample applied to a client model. This count shows an estimate of how many people from the InfoBase list match your model. It is displayed in deciles.

Following is a sample of the Estimated InfoBase Audience Counts Chart.

Est. InfoBase Household Counts - test 2

DECILE	HOUSEHOLDS	CUMULATIVE	PERCENT
1	446,700	446,700	0.33%
2	1,189,100	1,635,800	0.87%
3	2,821,100	4,456,900	2.07%
4	8,999,200	13,456,100	6.60%
5	19,295,600	32,751,700	14.15%
6	47,466,300	80,218,000	34.81%
7	36,831,200	117,049,200	27.01%
8	16,996,400	134,045,600	12.47%
9	2,305,800	136,351,400	1.69%

Decile Chart - test 2



Report Columns

Following are descriptions of each of the report column headings for the Estimated InfoBase Audience Counts chart.

Decile

Displays the decile rankings. The best records are in decile one. The worst records are in decile ten.

Households

The estimated number of audience household consumers on the InfoBase file that match your model, for each decile.

Cumulative

A running total from decile to decile of the audience.

Percent

The percentage of the records on the InfoBase file that match your model.

Frequently Asked Questions & Answers

Question 1: **What is an Insight Lab?**

Answer: Acxiom's Consumer Insight Lab is a hosted analytic sandbox solution. Client access is through their secure Acxiom logon allowing them to upload data into the Lab environment for study using Acxiom's descriptive and predictive analytic toolbox.

Question 2: **What is the process for signing up and getting registered access to the Insight Lab?**

Answer: Clients must first sign the SOW and be registered as an Acxiom client to access the Insight Lab. Once in the Acxiom client system, the client is issued an initial user name and password for each approved user on their account.

Question 3: **How long is the set-up time before I can start using Insight Lab?**

Answer: Once the signup and registration process is complete clients can begin the logon process immediately**.**

Question 4: **What kind of descriptive analytics are available?**

Answer: Over a dozen reports are available to help the client segment and analyze the characteristics of their customers. Tabular data is combined with graphic visualization tools with the InfoBase data portrait reports, Personicx reports with new levels of interactivity, and recently introduced Audience Propensity portraits. These provide a breadth of descriptive analytics which help describe the impact of consumer data and analytic products like InfoBase, Personicx and Audience Propensities when linked to their own customer data, and when utilized in combination with third party survey results from MRI

using the behavior and Scattergram reports available in the Lab.

Question 5: **What kinds of predictive analytics are available?**

Answer: The Insight Lab gives you the ability quickly and easily work with predictive models in your analytic sandbox environment with little more than a few clicks of the mouse. Simply by selecting the Insight File of your choice you can create a look-alike model with no analytic programming required. The Insight Lab scans the Audience you chose and builds a model using InfoBase data elements that, when applied to the InfoBase List prospect file, will give you prospects most likely to resemble the customers in the Insight File you selected.

Once the model is generated by the Lab, you're provided with Lift Charts and Cumulative Gains Table reports to help you evaluate its performance. If you are satisfied with the model's performance you can apply it to the List file or to another Insight File by moving it into your Model Library.

Question 6: **What kind of file formats do you accept for loading data into Insight Lab?**

Answer: All files with fixed length records that contain the PII components required for matching – at a minimum, name and address..

Question 7: **How long does it take to build a model?**

Answer: That will depend on the size of the Insight File but all models are completed within 10 minutes. You will be alerted when the status changes as the model is complete and can continue working within the Insight lab while the model is created.

Question 8: **How do I know the model(s) I build are good models?**

Answer: The Insight Lab provides you with charts and tables indicating the Lift and Cumulative Gains for each model to determine its effectiveness and expected performance.

- A ***Lift Chart*** shows the actual lift produced from

using a model. The points on the lift curve are determined by calculating the ratio between the result predicted by the model and the result using no model. The lift chart shows ***how much more likely*** you are to receive positive responses than if you just contact a random sample of customers.

- The ***Cumulative Gains Chart*** helps you visually determine how effectively you can be by selecting a relatively small number of consumers while getting a relatively large portion of the responders
- Both charts contain a lift curve and a baseline
- Lift is a measure of a predictive model's effectiveness and is calculated as the ratio between the results obtained with and without a predictive model.
- The greater the area between the lift curve and the random model (baseline), the more the model is able to ***concentrate likely responses*** in the top deciles. The list chart show how much more likely it is to receive responses from consumers selected from a predictive model than if you contact a random sample of consumers

Question 9: **How many models can I build?**

Answer: As many as you want. There are no limits on the number of models; only on the amount of storage you use at any given time (see question 13 for related information)

Question 10: **What can I do with the model once I have built one?**

Answer: By placing the model in your model Library you make it available to be applied to the InfoBase List file to provide you with a prospect file based on the score selected.

Question 12: **How many people from my company can use the Insight Lab?**

Answer: Use of the Insight Lab is unlimited within your company. Just contact Acxiom support for logons to be supplied..

Question 13: **How much of my data can I use?**

Answer: When you purchase the Insight Lab you will specify which storage tier you are contracting to use. Tiers are 1TB, 2TB, 5TB, and higher. As long as your storage used stays within your tier you can upload as many files for analysis as you choose..

Question 14: Are my customer's PII – names and addresses – stored at Acxiom in the Insight Lab database?

Answer: No. When you file is uploaded and prepped for analysis, the name and address fields are stripped off, deleted, and replaced by a secure match key.

M

Modeling Ensemble Technique

For a particular model, the modeling service will repeat the sampling process x-number of times, build a model in each sample, and summarize the results in the model scorecard.