

Spotlight Faces in the crowd

PRODUCT SPECIFICATION

Product Description

Spotlight is an area level, at Street Segment, behavioural segmentation which is derived from an RFM analysis of the transactional data, and customer research, within the Ticketek customer base. The analysis resulted in the creation of two ways of segmenting this market.

Spotlight Entertainment Preferences

The first is the development of 12 segments based on specific genres of entertainment and interests. This is a segmentation based on Ticketek customer's actual behaviour and their responses to questions about the current and future interests. The questionnaire is completed at the time of registering as a member on the Ticketek web site. It is important to keep in mind that an individual, or household, can be allocated to more than one of these 12 segments.

Spotlight Entertainment Expenditure

In addition an overall, relative, measure of entertainment spend has also been created and is based on total spend per household, within a Street Segment, and banded into 3 groups:

- High – Top 25% of Tickets per Household
- Medium – 26% to 74% of Tickets per Household
- Low – Bottom 25% of Tickets per Household

This variable has been named 'Entertainment Spenders'

Product Coverage

The Spotlight segmentation variables will only be appended to records within a Street Segment where actual purchases have been made. This means that households in a Street Segment where no transaction has occurred will not have a Spotlight variable appended.

In the initial release the segmentation covers 4,565,375 households nationwide.

Product Outputs

Spotlight Entertainment Preferences

Segment 1	Festival Revellers	Festivals and dance parties
Segment 2	Kiddies Korner	Children's entertainment
Segment 3	Utes & Boots	Country music
Segment 4	Symphony Sophisticates	Classical music recitals and concerts
Segment 5	Hip Hop Kulcha	Hip-Hop music concerts and events
Segment 6	Curtain Call	Theatre and ballet, includes musical theatre
Segment 7	Sporting Calendar	Special event sports and international sports like the professional tennis tour, international cricket and Olympic sports events.
Segment 8	Tribal Sport	Seasonal Sports with strong team identification and community identification
Segment 9	Lifestyle Expo	Large scale expositions like the Home Show, Caravan and Camping Show, Motor Show etc

Segment 10	High Octane Action	Cars, wrestling and Extreme Sports
Segment 11	Loud 'N Live	Live rock concerts
Segment 12	Top of the Pops	Pop and R'n'B

Spotlight Entertainment Spenders

High – Top 25% of Tickets per Household

Medium – 26% to 74% of Tickets per Household

Low – Bottom 25% of Tickets per Household

Definitions:

The segmentation is applied at VSG Street Segment level. A VSG Street Segment is defined as:

- An aggregation of buildings in the same street within a CCD.
- It contains, on average, between 10 – 25 households and has been developed by Veda Advantage.
- There are 434,309 Street Segments in Australia (as per March 2008)

How to Access this Product

If you would like to use Spotlight you have two options for accessing it.

1. Data License

By signing a data license agreement, you will receive a CD containing Windows based software (VSG GeoCoder) that can append Spotlight to your customer records using the residential address to match to VSG's Street Segments. A data license will include both Spotlight Entertainment Preferences and Spotlight Entertainment Expenditure.

2. Online data enhancement via Data Express

You can append Spotlight to your address records online by going to our web portal Data Express (www.dataexpress.vedaadvantage.com). Once you've registered for this service, you can upload your address records, submit a request to have Spotlight appended, and download this data once the job request has been processed. Using Data Express will enable a customer to select either, or both, sets of the segmentation variables as each has a unique pricing structure.

Option 1: Data License

Requirements

In order to use Spotlight as a data licence, you will be provided with a software solution to append Spotlight to your customer records.

Deliverables

On a quarterly basis you will receive a CD with the required software to append the updated variables

- Spotlight Entertainment Preferences.
The software will append 12 logical fields (Y/N). The logical field will be set to "Y" for each segment the household belongs to and "N" for the segments it does not belong to.
- Spotlight Entertainment Spend – High, Medium and Low.
The software will append 3 logical fields (Y/N). The logical field will be set to "Y" for each segment the household belongs to and "N" for the segments it does not belong to.

Option 2: Online Data Enhancement via Data Express

Requirements

In order to use Data Express you will need to do the following:

- Use Microsoft Internet Explorer version 5.5 or above
- Go to www.dataexpress.vedaadvantage.com and register for the service
- Compile the file of address records you wish to enhance, including at minimum the following fields:

- Address
- Post Code
- State
- Ensure your file is saved in either a .TXT or .CSV format (data held in common applications like Excel or Access can easily be saved or exported into a .TXT or .CSV format)
- Open your .TXT or .CSV file using a text editor (e.g. Microsoft Notepad) – you will be asked to cut and paste a sample of your data from the text editor into Data Express

Deliverables

- After you have uploaded your file and submitted a job to Data Express for processing, you will receive a complimentary Data Report by e-mail
- The Data Report will summarise the number and % of the records you submitted where the Spotlight segmentation selected, either Spotlight Entertainment Preferences or Spotlight Entertainment Spenders, was successfully appended - you may then decide whether to purchase and download the data
- When you download the enhanced data file you will find that the required Spotlight fields have been appended.

FIND OUT MORE

If you would like more information about licensing Spotlight on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: salesvsgau@vedaadvantage.com

If you would like to access either Spotlight segmentation online, please go to www.dataexpress.vedaadvantage.com