SOPRISM

Scores
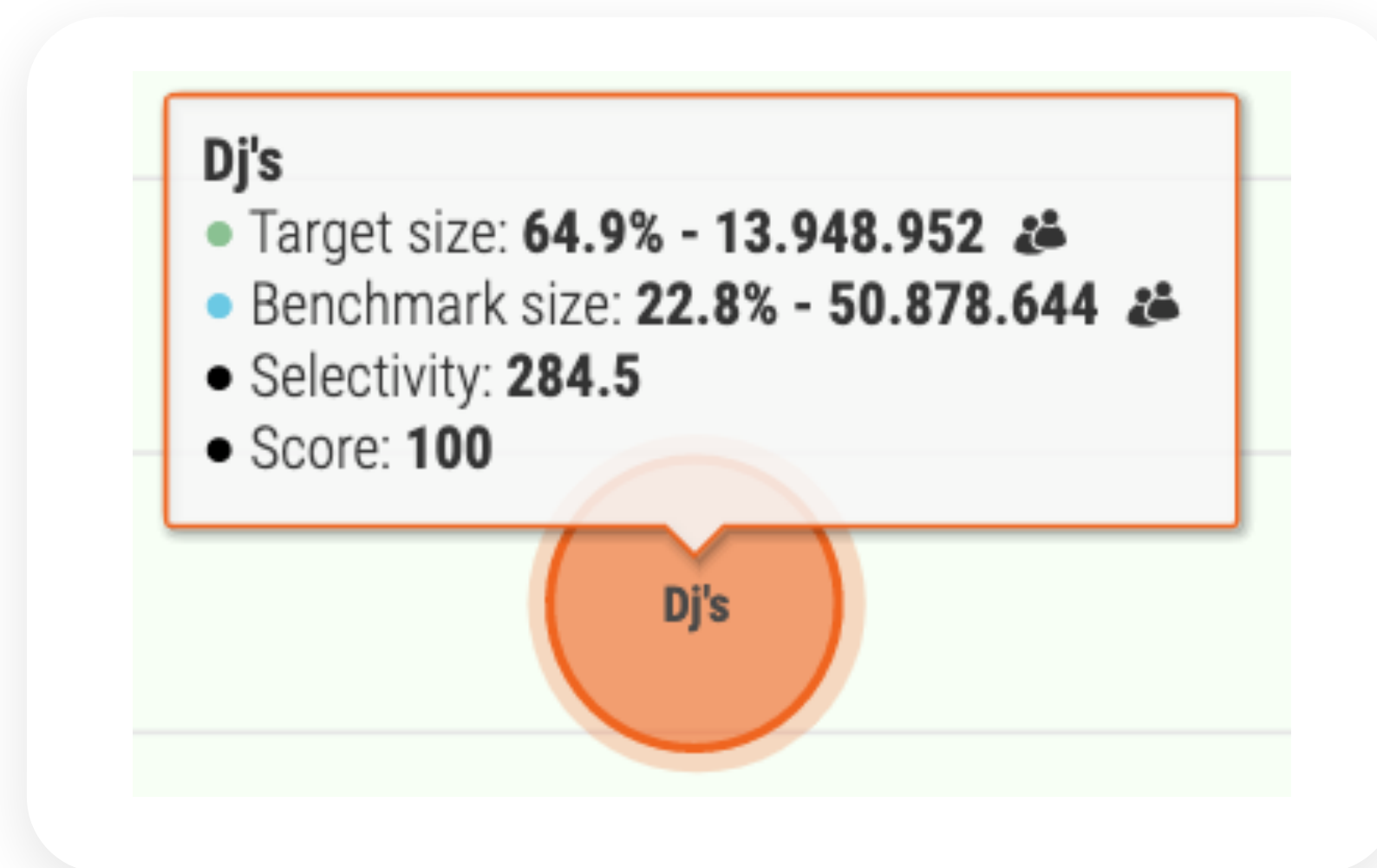# All about the figures

2022

Dj's
- Target size: **64.9% - 13.948.952** 👥
- Benchmark size: **22.8% - 50.878.644** 👥
- Selectivity: **284.5**
- Score: **100**

Dj's

TARGET PENETRATION & SIZE

The penetration of the target audience is associated with the color green and is expressed as a percentage. This indicates the proportion of people who correspond to the previously defined set of criteria in the target.

xy,z%

BENCHMARK PENETRATION & SIZE

The penetration of the benchmark audience is associated with the color blue and is expressed as a percentage. This indicates the proportion of people who correspond to the previously defined set of criteria.

zx,y%

SELECTIVITY/AFFINITY INDEX

The affinity score represents the over/under indexing of the target audience in regards to the benchmark's as well as if there are proportionally more people in the target audience located in an area the affinity score will be higher than 100.
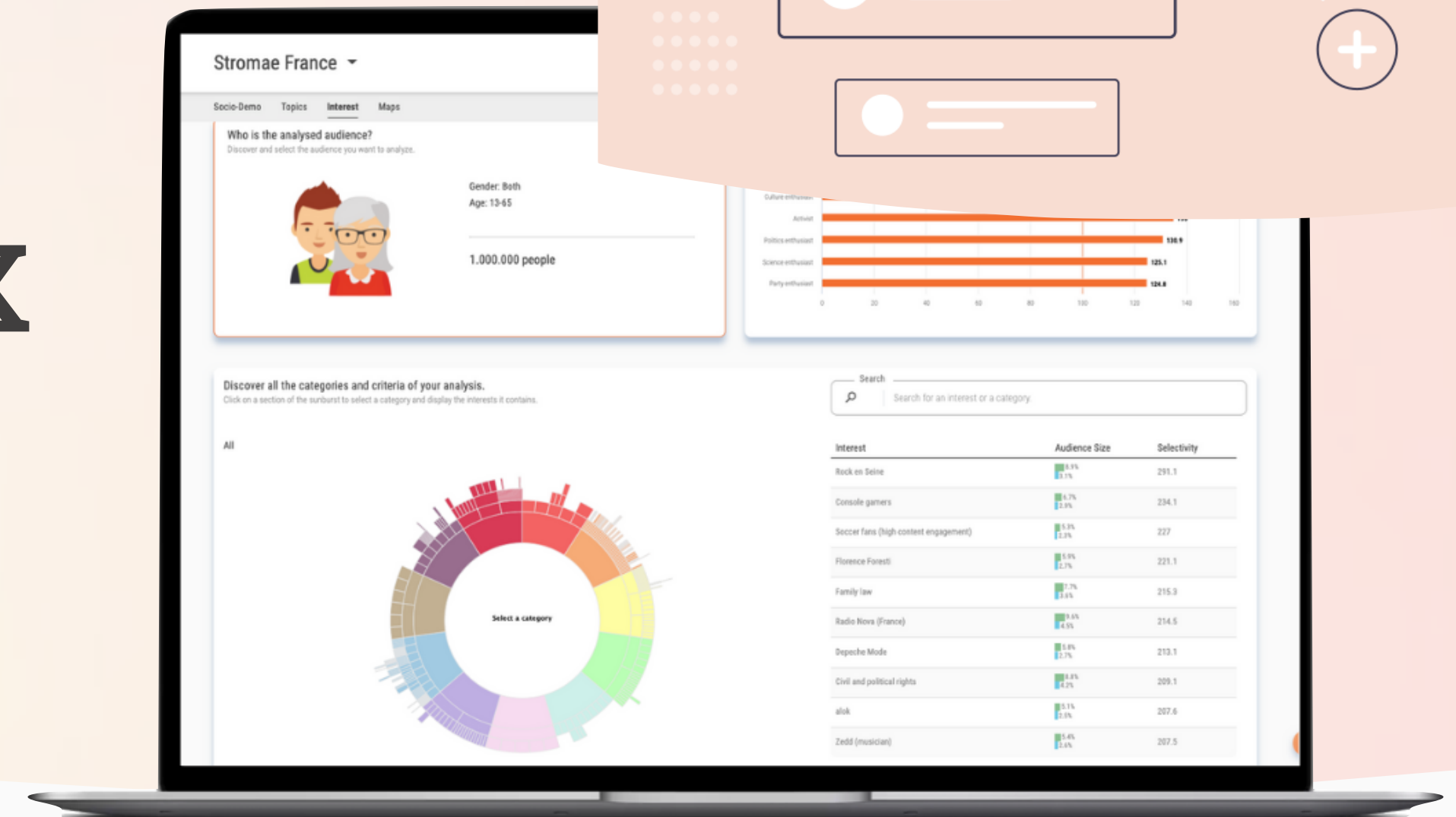
The formula :
(% target / % benchmark)*100

OPPORTUNITY SCORE

The opportunity score is the result of crossing the data of target penetration, affinity and benchmark penetration of the criterion in relation to itself. The score goes from 0 to 100. The closer it is to 0, the less relevant it is. The closer it is to 100, the more relevant it is.
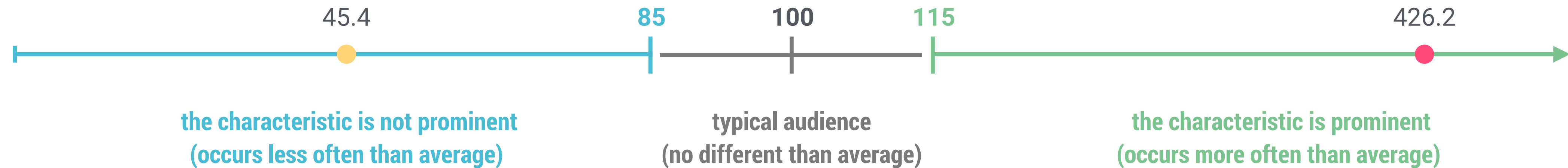
01

AFFINITY /SELECTIVITY INDEX

AFFINITY / SELECTIVITY INDEX

The formula : (% target / % benchmark)*100

45.4   85   100   115   426.2

the characteristic is not prominent
(occurs less often than average)

typical audience
(no different than average)

the characteristic is prominent
(occurs more often than average)

Vuelta a España

69.2%
16.2%   426.2

For the example of the Vuelta a España, we can say that **there are 4.27 times (69.2%/16.2%) more people interested** in the criteria Vuelta a España in the target audience than in the benchmark audience. If we refer to the characteristics of the Affinity Index, that means Vuelta a España **is prominent** in your target audience and it is a criterion that can or must be considered.

MAC Cosmetics

10.9%
24%   45.4

For the example of MAC Cosmetics, we can say that **there are 2.2 times (24%/10.9%) less people interested** in the criteria MAC Cosmetics in the target audience than in the benchmark audience. If we refer to the characteristics of the Affinity Index, that means MAC Cosmetics **is not prominent** in your target audience and it is a criterion that doesn't need to be considered.
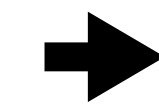
02 OPPORTUNITY SCORE

OPPORTUNITY SCORE

0 **60** **100**
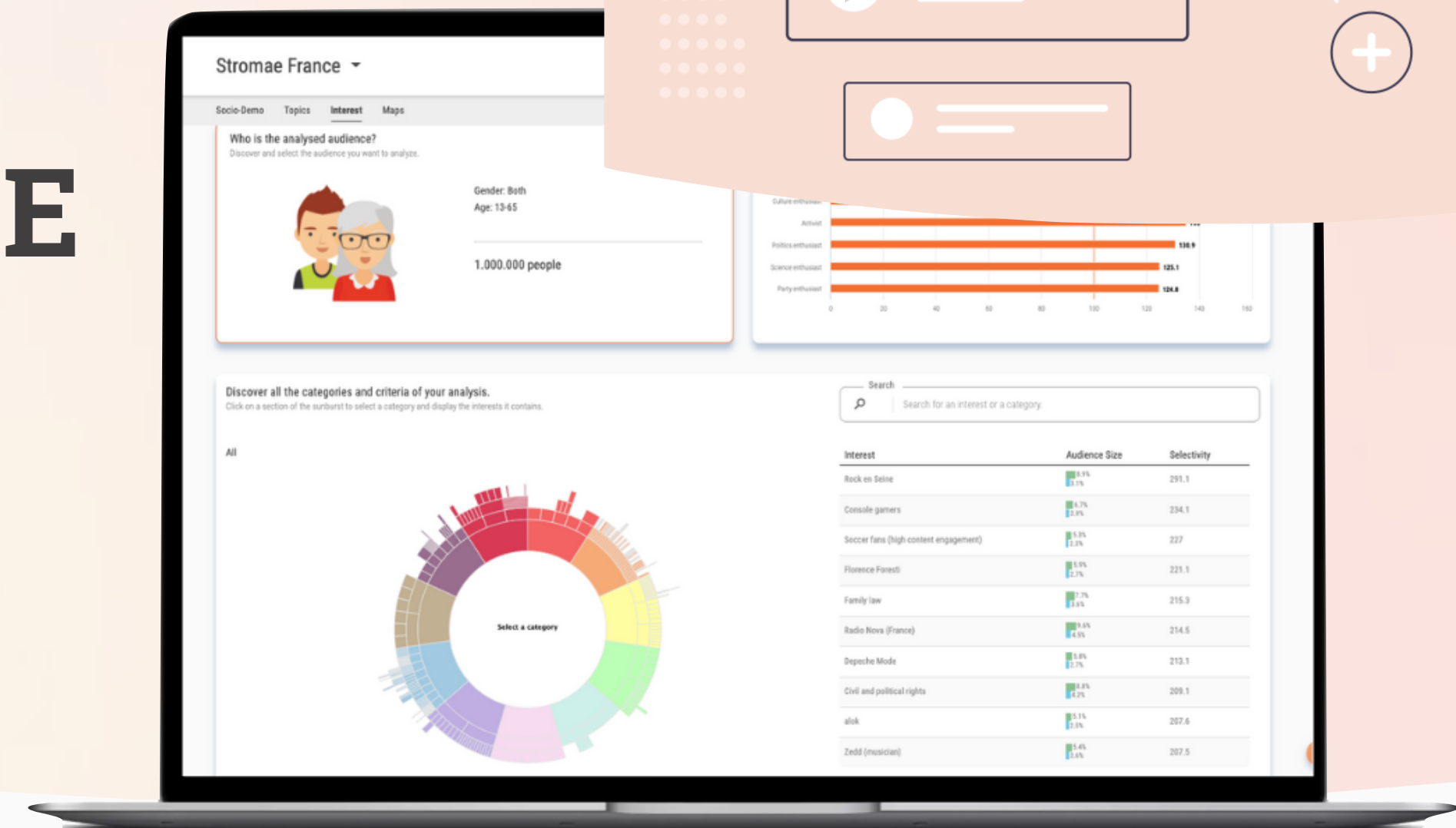
Elements that are below a score of 60 are not an interesting opportunity to activate the target audience

From 60, you can consider that the elements are an interesting opportunity to activate the target audience.
The closer the score is to 100, the more relevant the element is.

The formula : = %benchmark + (%benchmark*selectivity*3) + coverage rate*3 + (coverage rate*selectivity*3) + selectivity ➡️ **With statistical processing (percentile analysis) to obtain a ranking from 0 to 100**

Gender: Woman
Age: 13-44
35 of score
80.100 people
The Engaged Online shopper

The score identifies what is relevant to the target audience. Thus, we can say that when choosing personas, there is a greater opportunity for the target audience to choose women aged 26 to 44 who are music lovers than for those aged 13 to 44 who are used to buying online.
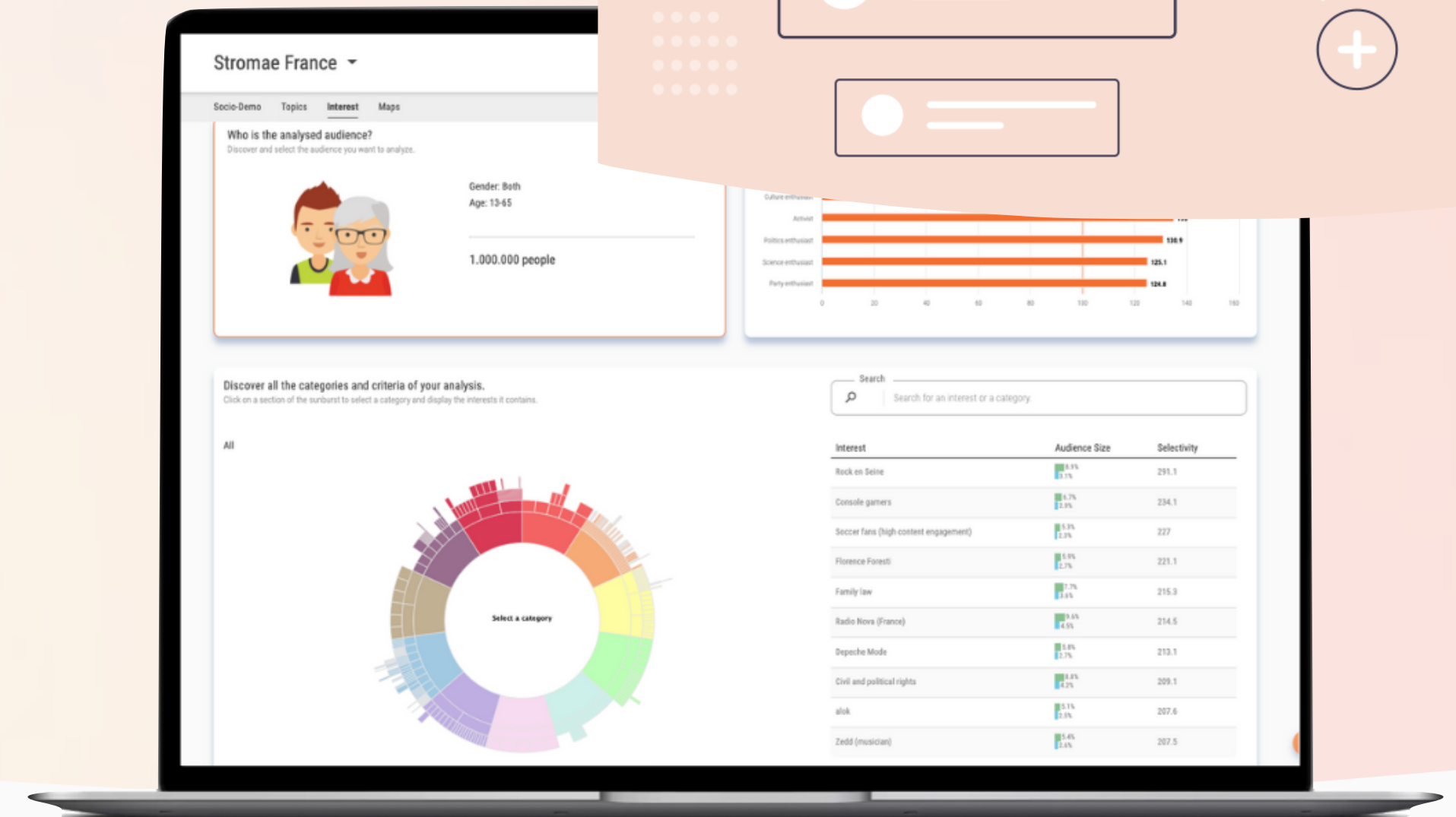
Gender: Woman
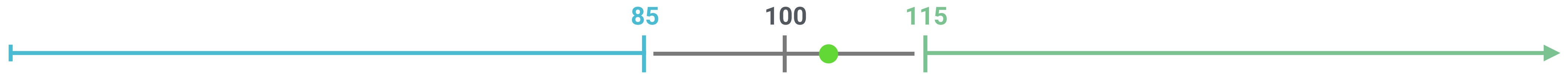Age: 26-44
97 of score
2.000.000 people
The Music Lover

03

AFFINITY VS.
OPPORTUNITY

AFFINITY / SELECTIVITY INDEX

85   100   115

OPPORTUNITY SCORE

0   60   100

This is a unique score from 0 to 100 which takes into account the selectivity and the penetration (%) to which a weighting system is assigned in order to give more importance to the selectivity score. By adding this calculation in the insight reflection, we are mainly looking for a ranking with the score **to prioritize the segments and interests.**

Luxury lifestyle
- Target size: **88.2% - 18.961.888**
- Benchmark size: **83.8% - 186.857.631**
- Selectivity: **105.3**
- Score: **77**

Luxury lifestyle

Here we can see that the selectivity score is above 100 but is not high (105). It is significant that the affinity isn't different between the target and the benchmark. Therefore, we would be inclined to ignore the Luxury Lifestyle. However, the score is 77, which indicates that this thematic universe is still relevant for the target audience. The Opportunity score is high because the penetration of luxury lifestyle is very high and has a real impact on the target audience. In this case, the score helps to decide whether or not to take into consideration discriminating elements for which it would be difficult to decide only with the selectivity index.

04   FILTERS
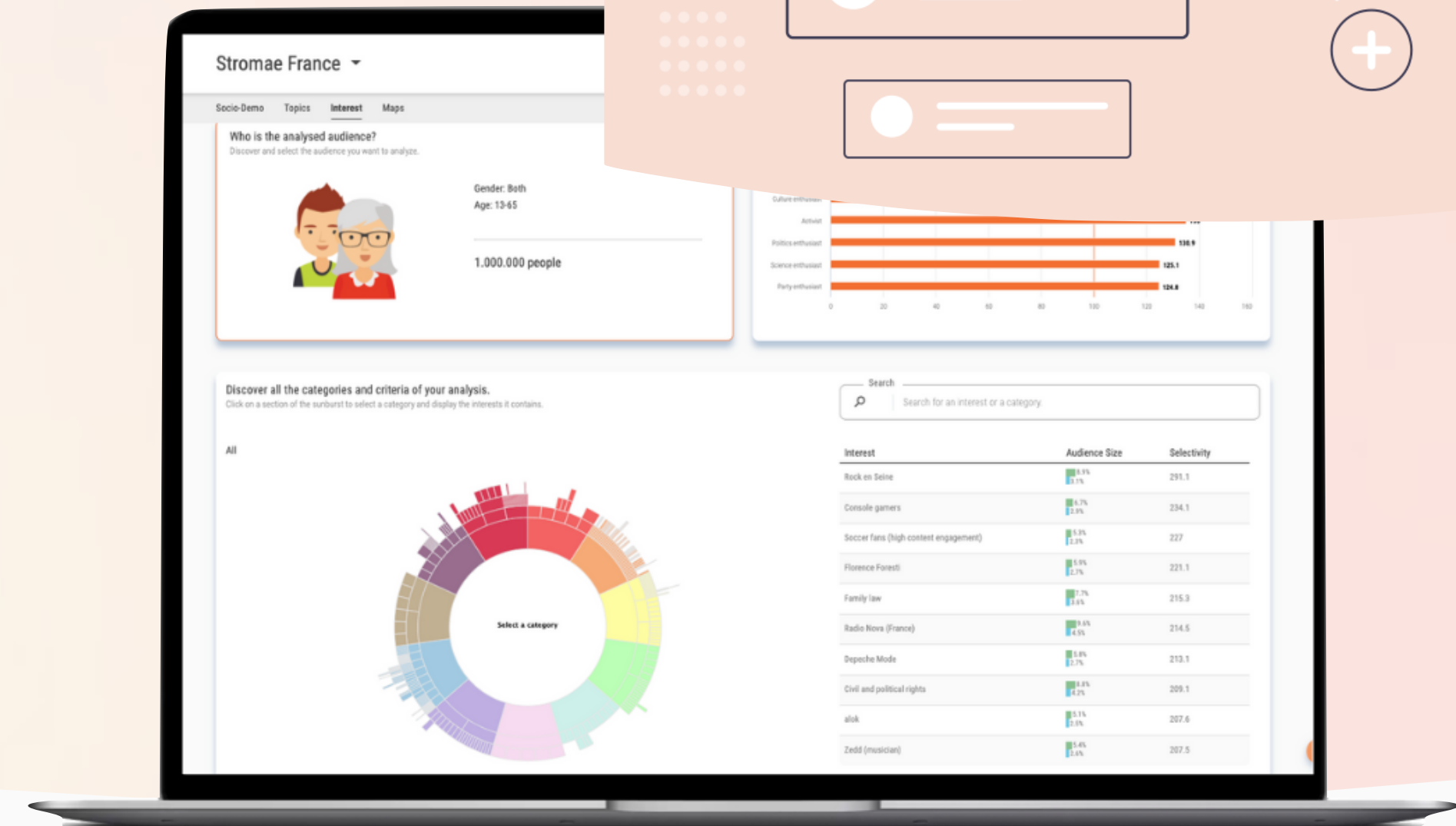
HOW CAN YOU WORK WITH FILTERS?

Get an overview of the **thematic universes** in which your **target audience** is interested.

FILTER ON THEMATICS UNIVERSES

Select Target Penetration

Range: 3 - 100 %

Select Selectivity

Range: 100 - 239

Select thematics universes to remove

Thematics Universes

Type your tag here...

Get an overview of the **thematic universes** in which your **benchmark audience** is interested.

FILTER ON THEMATICS UNIVERSES

Select Target Penetration

Range: 3 - 100 %

Select Selectivity

Range: 3 - 100

Select thematics universes to remove

Thematics Universes

Type your tag here...

You have the ability to **search for and remove items** that you do not want to appear in the data, thematic universes and/or interests that are not relevant to your analysis.

Get an overview of the **criteria** in which your **target audience** has an interest.

The more you increase the penetration of the target audience, the more general criteria you will have. Conversely, the more you reduce the penetration, the more niche criteria you will have.

FILTER ON CRITERIA

Select Penetration

Range: 20 - 100

Select Selectivity

Range: 100 - 347

Select interest to remove

Interest

Type your interest here...

FILTER ON CRITERIA

Select Penetration

Range: 5 - 100

Select Selectivity

Range: 100 - 347

Select interest to remove

Interest

Type your interest here...

Get an overview of the **criteria** in which your **benchmark audience** has an interest.

FILTER ON CRITERIA

Select Penetration

Range: 20 - 100

Select Selectivity

Range: 0 - 100

Select interest to remove

Interest

Type your interest here...

FILTER ON CRITERIA

Select Penetration

Range: 5 - 100

Select Selectivity

Range: 0 - 100

Select interest to remove

Interest

Type your interest here...

ABOUT SOPRISM

SOPRISM

Digital consumer insights for *marketing intelligence*

SOPRISM is a company that offers a new understanding of audiences thanks to its powerful and innovative profiling solution.
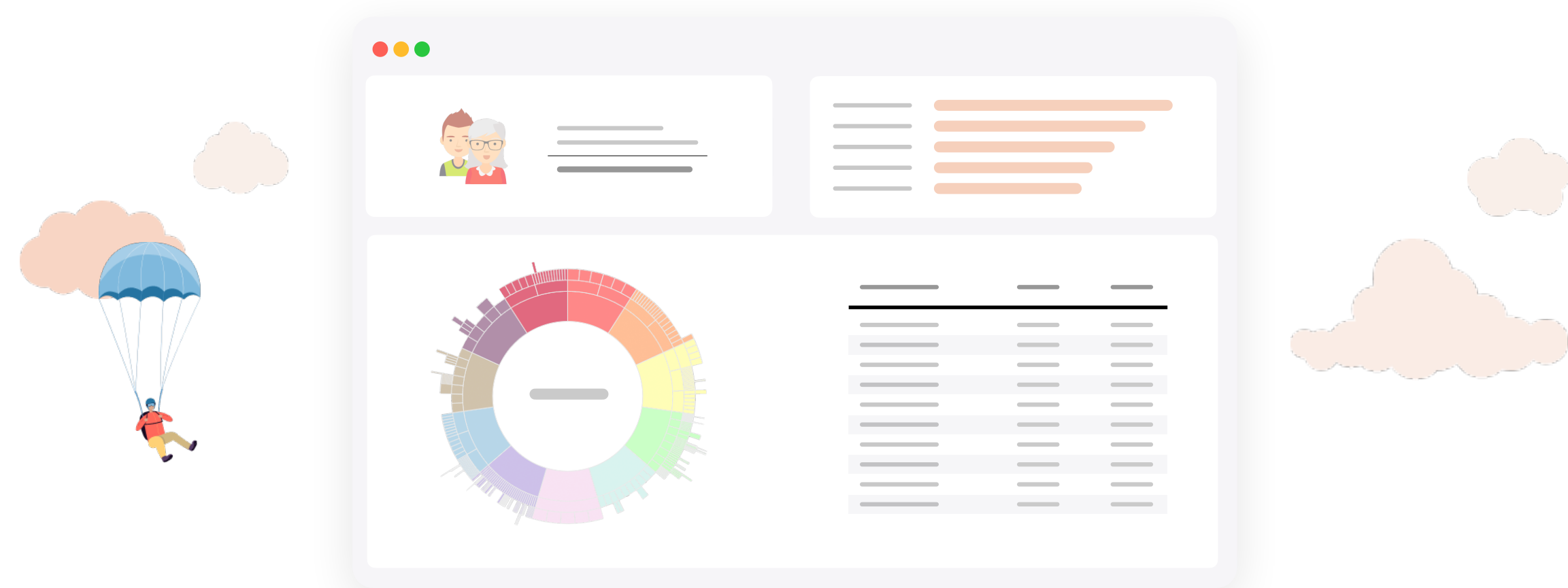
Our mission is to support leading agencies and brands to take advantage of the full breadth of social media data to drive marketing effectiveness.

| More effective definition of audiences | Identification of the content and the creative axis | Reduction of time and research costs | New way to get high-class and strong insights |

Trusted by