Scores
All about the figures
2022
Penetrations, selectivity/affinity index and opportunity score

**YOUR SCORES**

Penetrations, selectivity/affinity index and opportunity score

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**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.

**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.

**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.

**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.

**Example**

- **Target size:** 64.9% - 13,948,952
- **Benchmark size:** 22.8% - 50,878,644
- **Selectivity:** 284.5
- **Score:** 100

*The formula*

\[(\% \text{target} / \% \text{benchmark}) \times 100\]
01 AFFINITY /SELECTIVITY INDEX
Deep-dive in Affinity / Selectivity Index

**The formula**: \((\% \text{ target} / \% \text{ benchmark}) \times 100\)

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>45.4</td>
<td>the characteristic is prominent (occurs more often than average)</td>
<td>Vuelta a España</td>
</tr>
<tr>
<td>85</td>
<td>typical audience (no different than average)</td>
<td></td>
</tr>
<tr>
<td>115</td>
<td>the characteristic is not prominent (occurs less often than average)</td>
<td>MAC Cosmetics</td>
</tr>
<tr>
<td>426.2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

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
Deep-dive in opportunity score

**SCORES**

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.

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

**The formula:**

\[
\text{OPPORTUNITY \ SCORE} = \text{%benchmark} + (\text{%benchmark} \times \text{selectivity} \times 3) + \text{coverage\ rate} \times 3 + (\text{coverage\ rate} \times \text{selectivity} \times 3) + \text{selectivity}
\]

With statistical processing (percentile analysis) to obtain a ranking from 0 to 100.
03
AFFINITY VS. OPPORTUNITY
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?

<table>
<thead>
<tr>
<th>Filters on Thematics Universes</th>
<th>Filters on Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get an overview of the thematic universes in which your target audience is interested.</td>
<td>Get an overview of the criteria in which your benchmark audience has an interest.</td>
</tr>
<tr>
<td>Get an overview of the thematic universes in which your benchmark audience is interested.</td>
<td>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.</td>
</tr>
</tbody>
</table>

**FILTER ON THEMATICS UNIVERSES**
- **Select Target Penetration**
  - Range: 3 - 100%

**Select Selectivity**
- Range: 100 - 256

**Select themsatics universes to remove**
- Thematic Universes
  - Type your tag/here...

**FILTER ON CRITERIA**
- **Select Penetration**
  - Range: 20 - 100

**Select Selectivity**
- Range: 100 - 347

**Select interest to remove**
- Interest
  - Type your interest 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.
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.