Platform resources

# Scores All about the figures





2022



YOUR SCORES

Penetrations, selectivity/affinity index and opportunity score



#### **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.



xy,z%

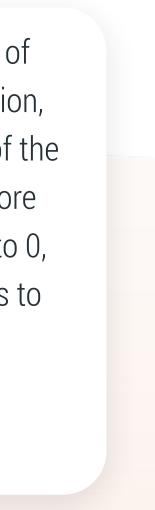
#### SELECTIVITY/AFFINITY INDEX

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

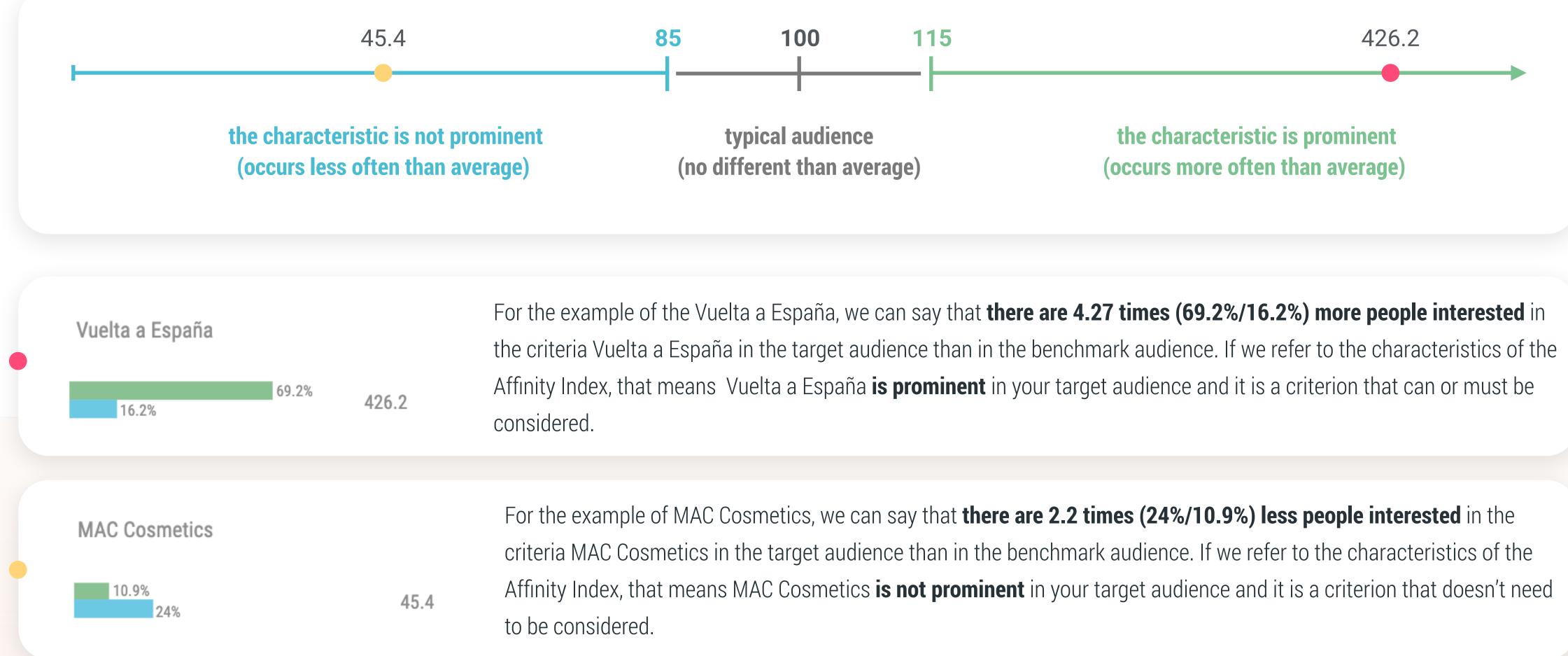
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SCORE

Deep-dive in Affinity / Selectivity Index

### **AFFINITY / SELECTIVITY INDEX**



01

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





02 **OPPORTUNITY SCORE** • • • • • •

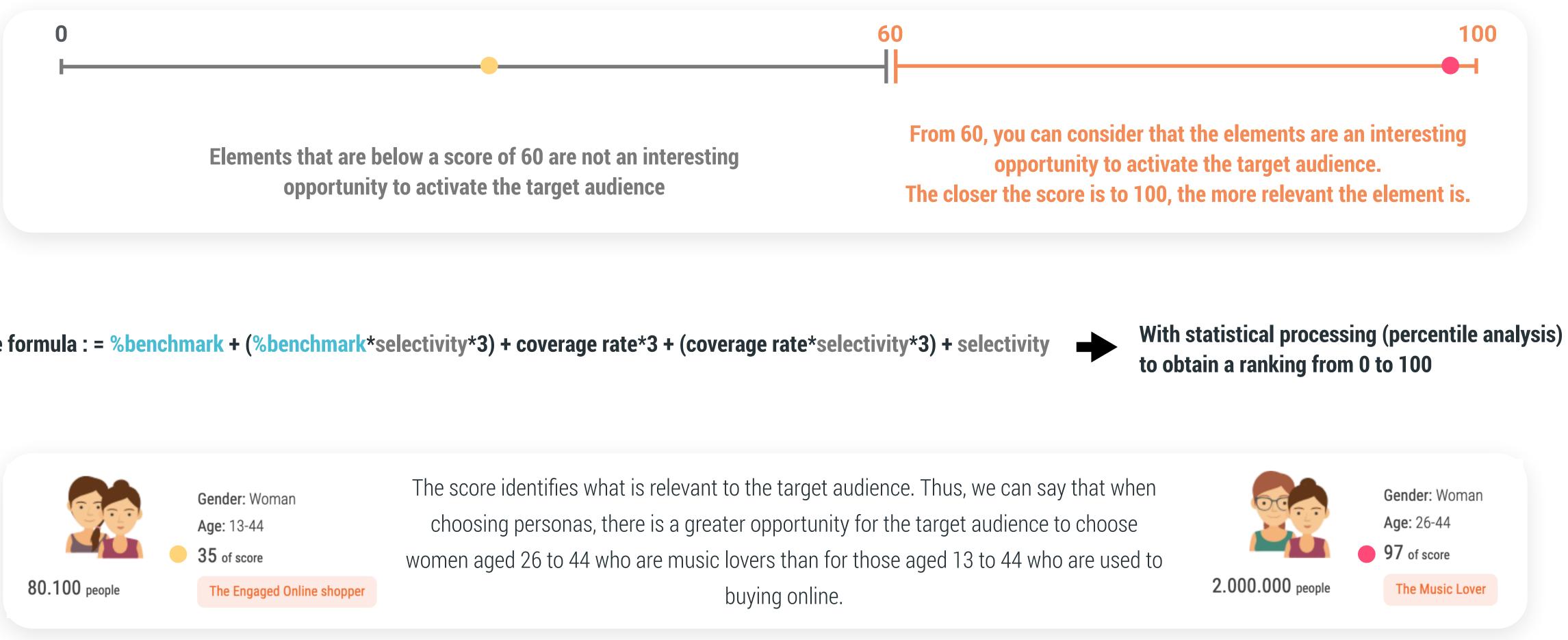
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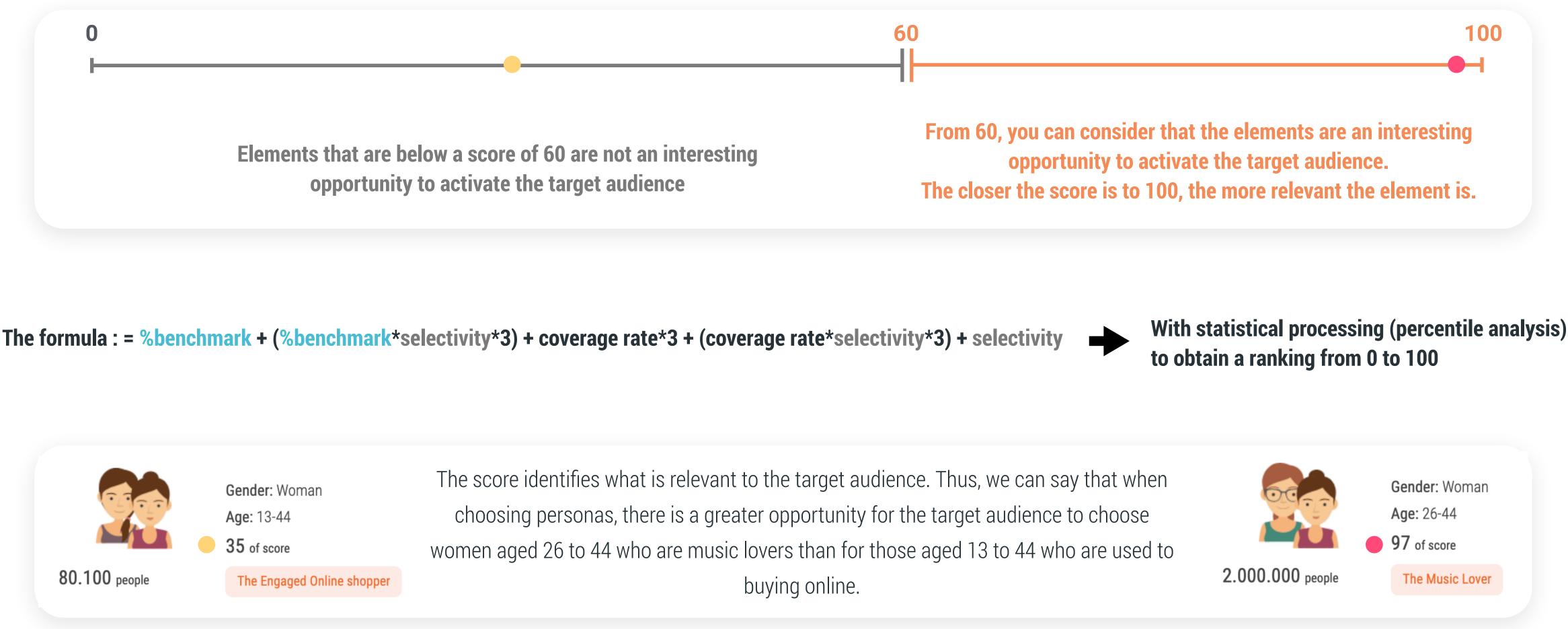


**SCORES** 

Deep-dive in opportunity score

### **OPPORTUNITY SCORE**



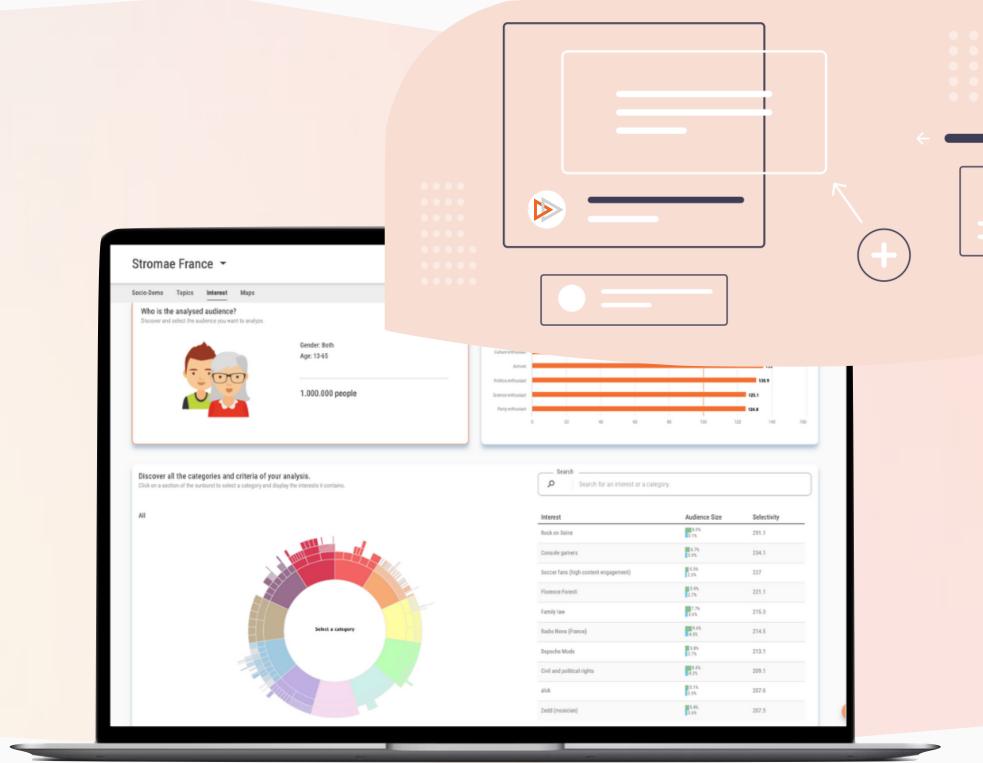


02



# **03** AFFINITY VS. OPPORTUNITY

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SCORES

Affinity vs. opportunity

### AFFINITY / SELECTIVITY INDEX

**OPPORTUNITY SCORE** 

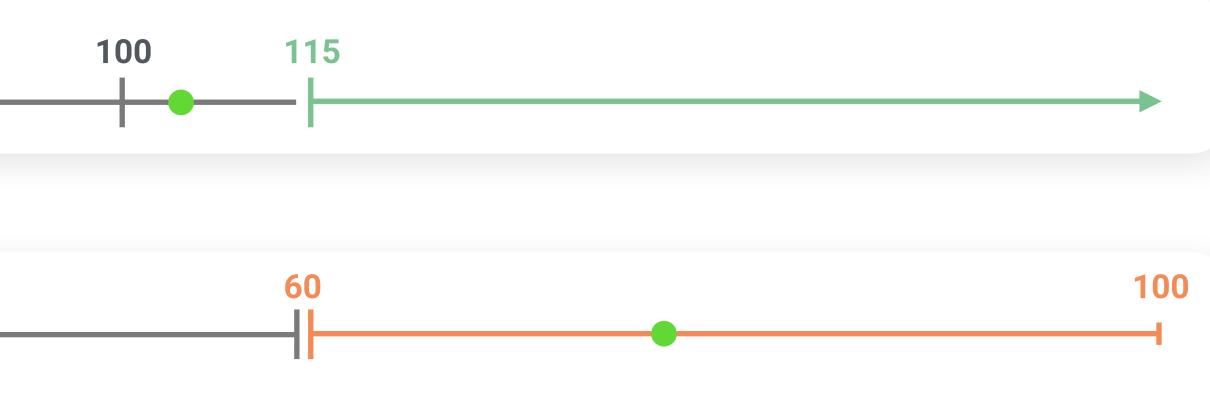
0

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.** 

85



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.







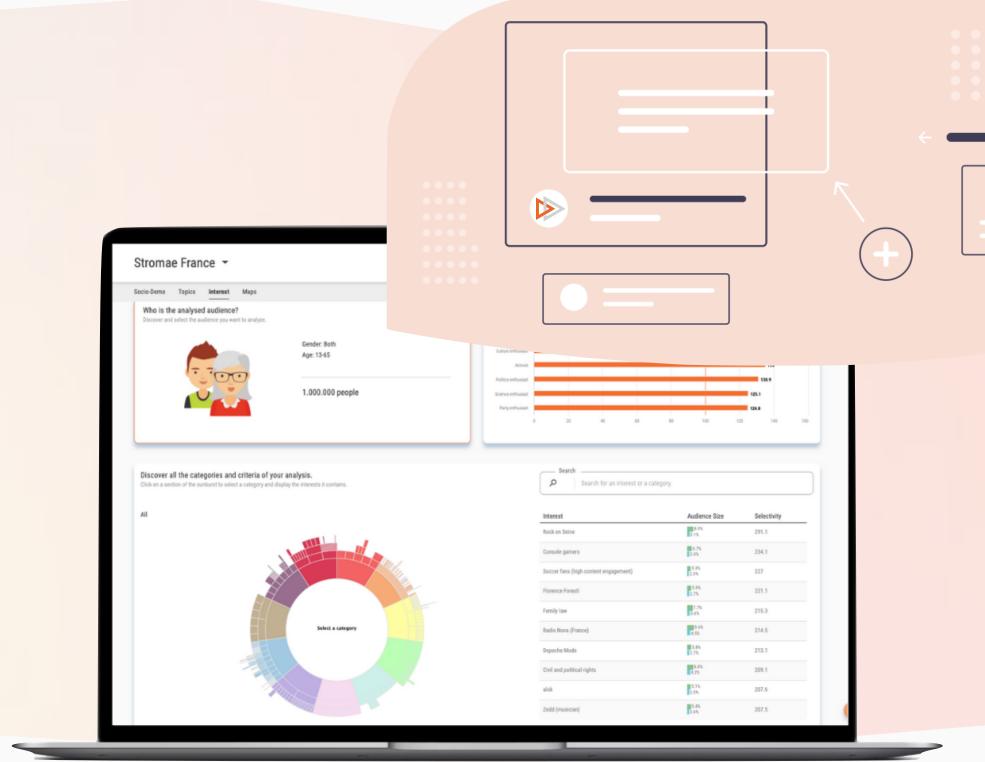
# 04 FILTERS

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### HOW CAN YOU WORK WITH FILTERS?

Get an overview of the <b>thematic universes</b> in which your <b>target audience</b> is interested.	Select Target Penetration   Range: 3 - 100 % Select Selectivity Range: 100 - 239 Select thematics universes to remove   Thematics Universes   Image: Type your tag here
Get an overview of the <b>thematic universes</b> in which your <b>benchmark audience</b> is interested.	FILTER ON THEMATICS UNIVERSES   Select Target Penetration   Rage: 3 - 100 %   Calcet Selectivity Rage: 3 - 100 Calcet thematics universes to remove   Immatics Universes   Thematics Universes   Type your tag here

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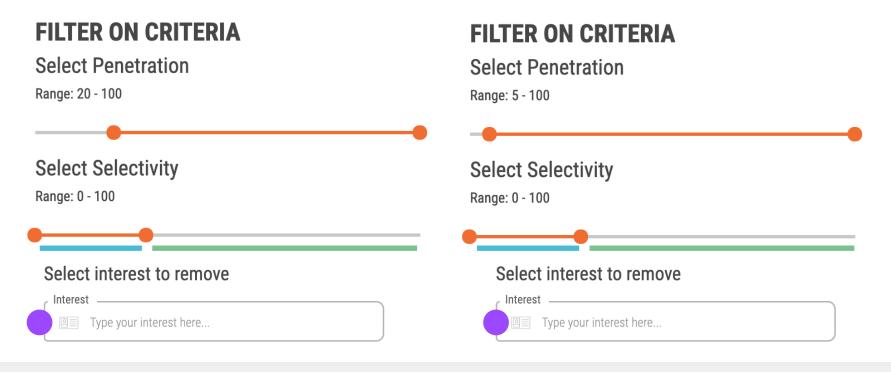
You have the ability to **search for and remove items** that you do not want to appear in the data, thematic universes and/or interests that are not relevant to your analysis.

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	FILTER ON CRITERIA
Select Penetration	Select Penetration
Range: 20 - 100	Range: 5 - 100
Select Selectivity	Select Selectivity
Range: 100 - 347	Range: 100 - 347
•	••
Select interest to remove	Select interest to remove
Interest	Interest
Image: Type your interest here	Type your interest here

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







More effective definition of audiences

## **ABOUT SOPRISM**

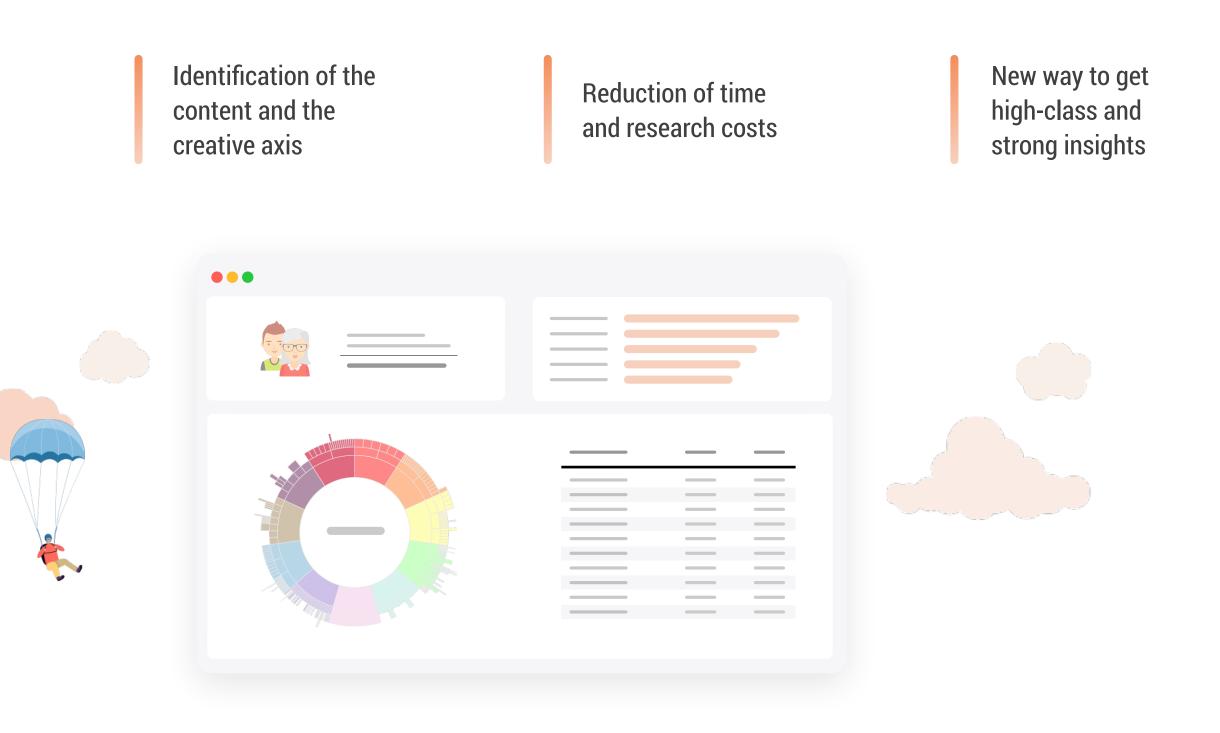
Trusted by





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.







DAIMLER



WAVEMAKER MEDIA, CONTENT, TECHNOLOGY,





