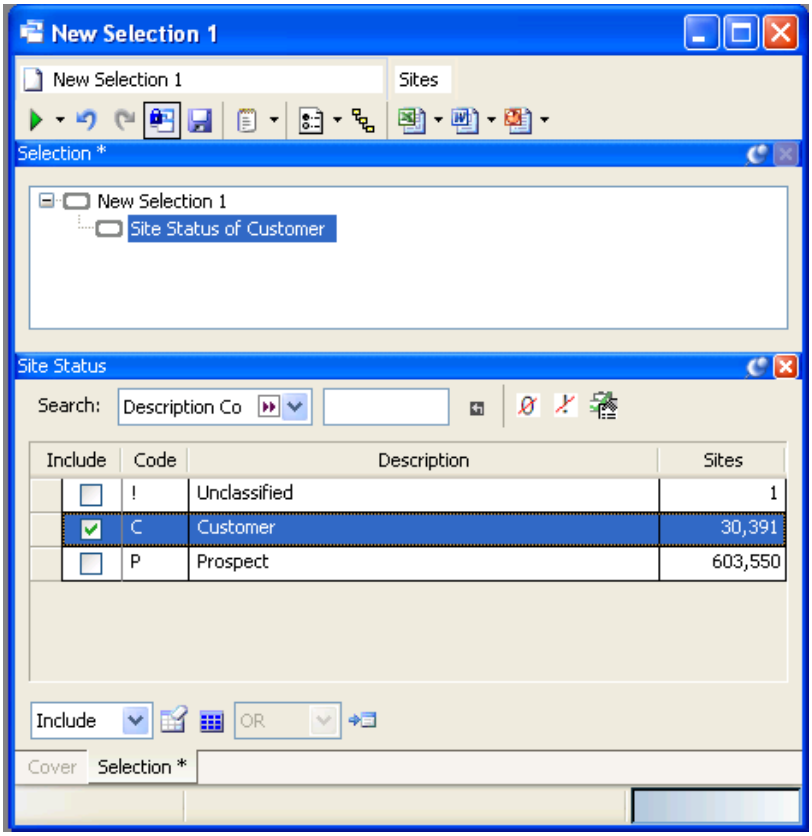
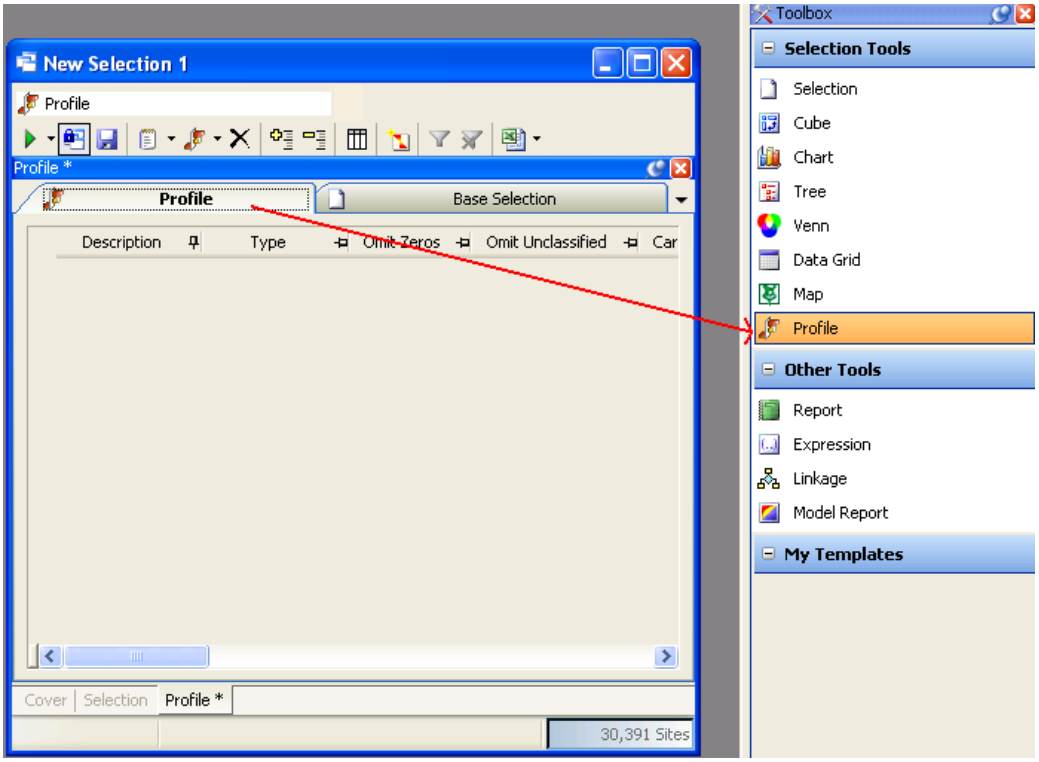
How to Build PWE's in Market Insight

Decide with Confidence

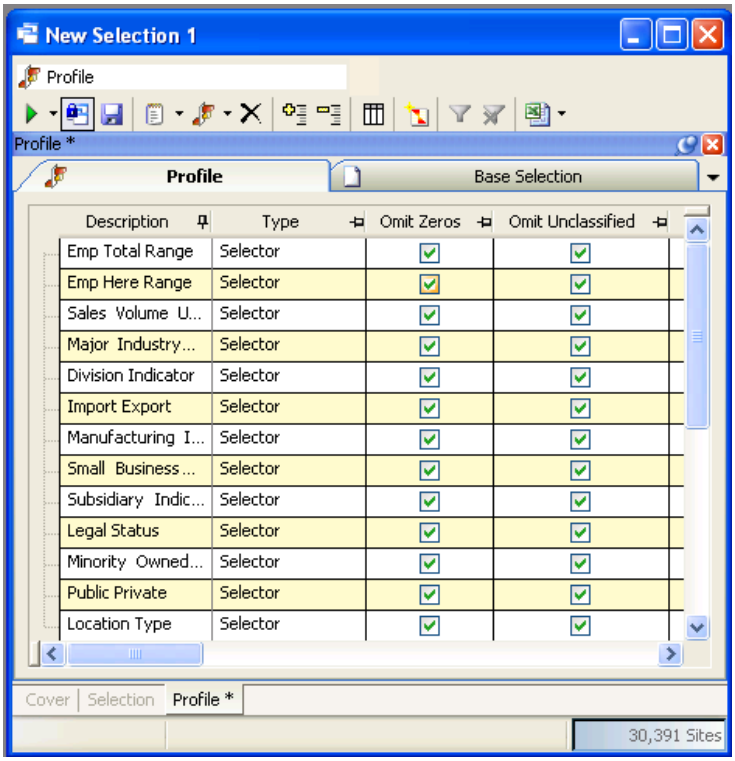
Select the target records – those records that you wish to use as the basis for finding other records. In this example, we are using Customer records.



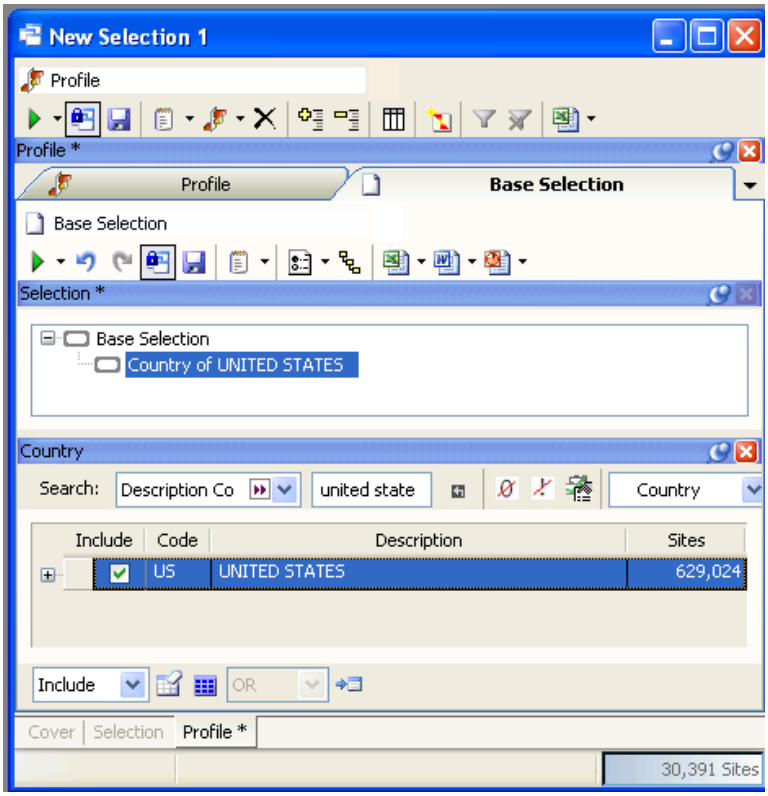
Next step is to begin to Profile. Click on Profile on the right hand side under the Toolbox.



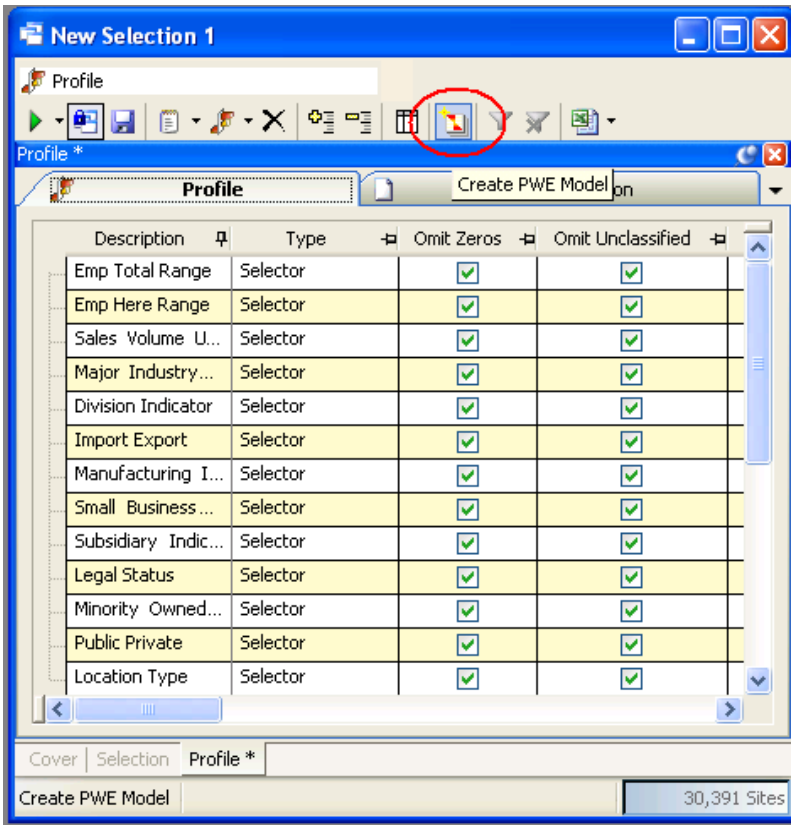
Select Variables that you wish to include in the profile report – at minimum, select variables that answer the following: where are my targeted records located, what do they do and what is their size?



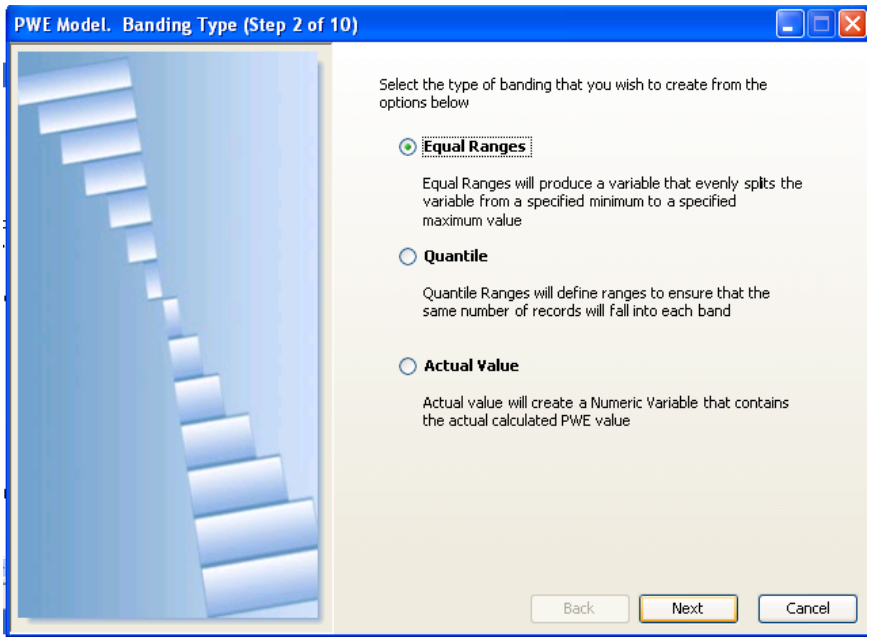
Next step is to identify the Base Selection that you are profiling against. In this example, the United States has been selected.



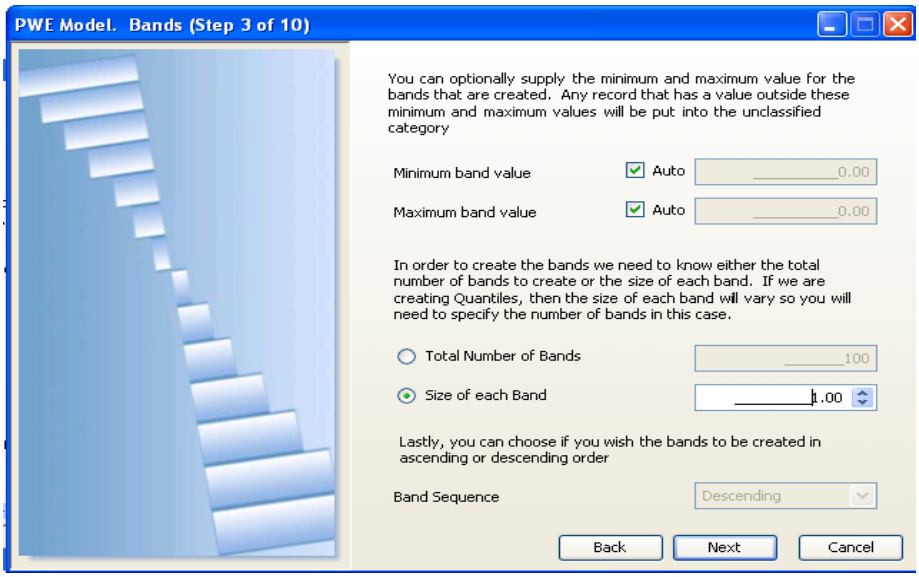
Upon execution of the Profile, the profile report is viewed at the variable level. This shows a summary for each variable. You can also drill down across the categories of each variable. The next step is to build a PWE Model. You can start this by clicking on the PWE icon



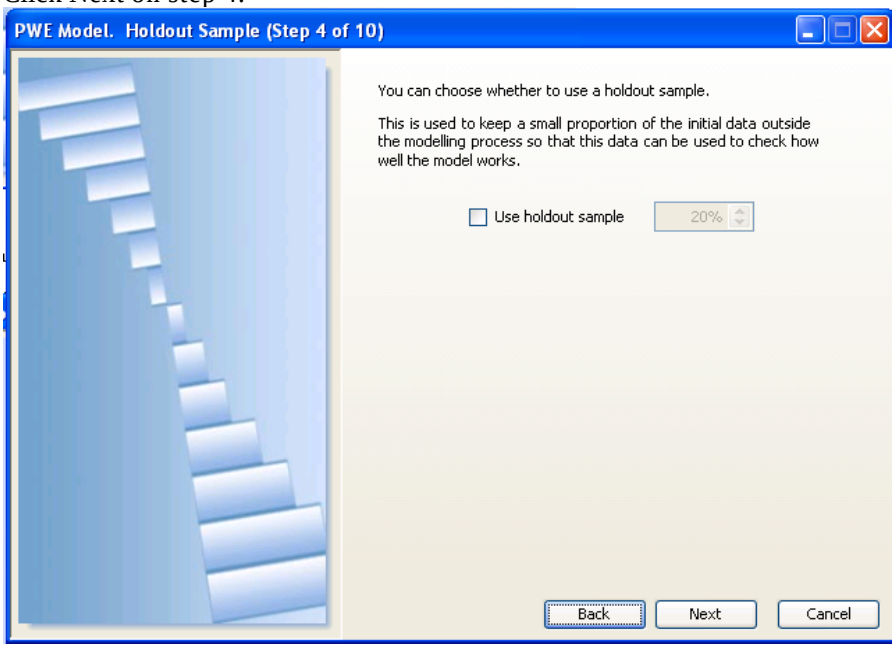
The following window will open. The PWE Model has a wizard with 10 steps to help you complete the model. Selecting Equal Ranges will provide a score value while Quantiles segment the records into equal sized groups ranked by PWE score.



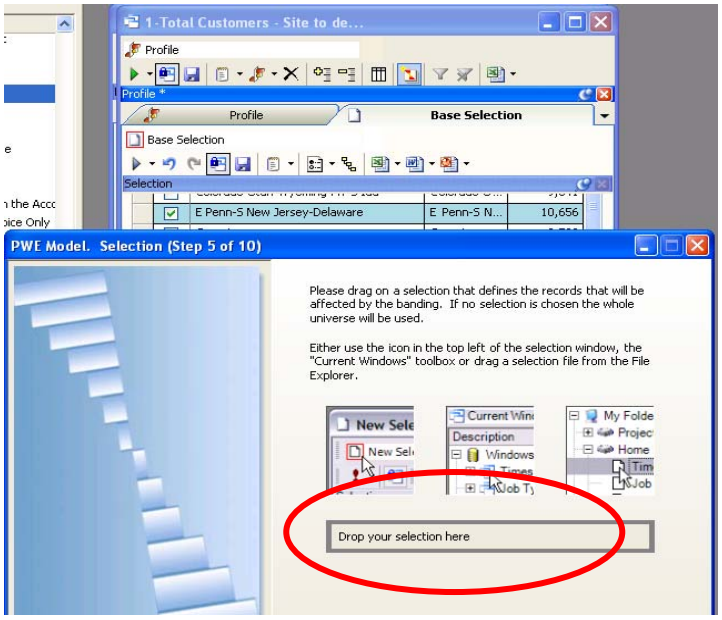
Select Size of each Band and enter 1. Click Next.



Click Next on step 4.

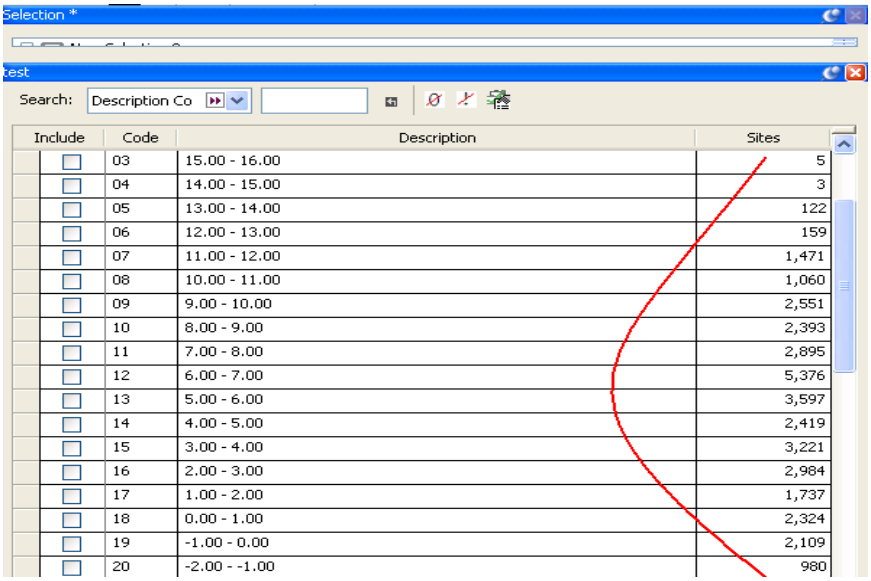


Step 5 – Drop your selection which defines the records that will be scored by the model. More than likely, it will be the selection from the Base Selection. Simply hover over the Base Selection icon until a red box appears. Then click and drag the icon into "Drop your selection here" highlighted in the red circle. In this example, all records in the United States will be scored.


1-Total Customers - Site to de...
Profile
Profile *
Profile
Base Selection
Base Selection
Selection
E Penn-S New Jersey-Delaware
E Penn-S N...
10,656
PWE Model: Selection (Step 5 of 10)
Please drag on a selection that defines the records that will be affected by the banding. If no selection is chosen the whole universe will be used.
Either use the icon in the top left of the selection window, the "Current Windows" toolbox or drag a selection file from the File Explorer.
Description
Windows
Drop your selection here

Click on Next to complete the PWE Model Wizard until you reach Step 10. The new variable will be in the Others folder in your System Explorer.

The model is now available as a Selector Variable. The model you built will help you select those records that are worth marketing to - from those that are not, by helping to find look-alikes of your targeted records. The score will help you segment the database by the score value. In this example, we used the Equal Ranges to evenly split the variable from a minimun to a maximum creating a bell shape curve of the sites.



Include	Code	Description	Sites
	03	15.00 - 16.00	5
	04	14.00 - 15.00	3
	05	13.00 - 14.00	122
	06	12.00 - 13.00	159
	07	11.00 - 12.00	1,471
	08	10.00 - 11.00	1,060
	09	9.00 - 10.00	2,551
	10	8.00 - 9.00	2,393
	11	7.00 - 8.00	2,895
	12	6.00 - 7.00	5,376
	13	5.00 - 6.00	3,597
	14	4.00 - 5.00	2,419
	15	3.00 - 4.00	3,221
	16	2.00 - 3.00	2,984
	17	1.00 - 2.00	1,737
	18	0.00 - 1.00	2,324
	19	-1.00 - 0.00	2,109
	20	-2.00 - -1.00	980