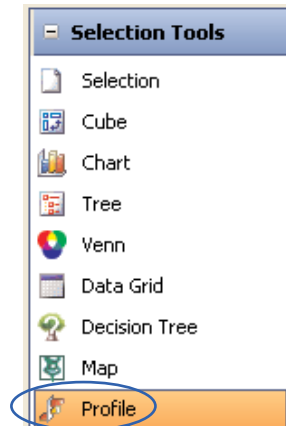# Market Insight

Decide with Confidence

Top Tips

The Profile tool within the Selection Tools section of your Market Insight Toolbox allows you to create profiles of your customers against the D&B UK Marketing File. This Tool allows you to discover the key characteristics of your customers so that you can use this information to guide your targeting decisions. As a result you can increase the success of your marketing campaigns by targeting prospects with similar characteristics to your customers and who are therefore more likely to have a requirement for your products and services.
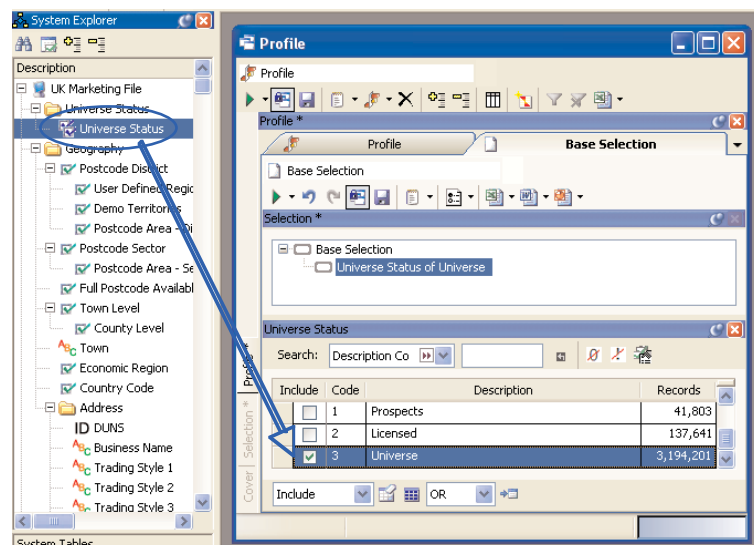
Here are some top tips to help you create and interpret your Market Insight Profiles.

Top Tip 1 – Defining the base selection

Drag and drop the Profile tool onto your workspace. Click on the Base Selection tab and drag and drop the Universe Status field onto the white workspace. Find the Universe status option from the list and tick the box to select it.
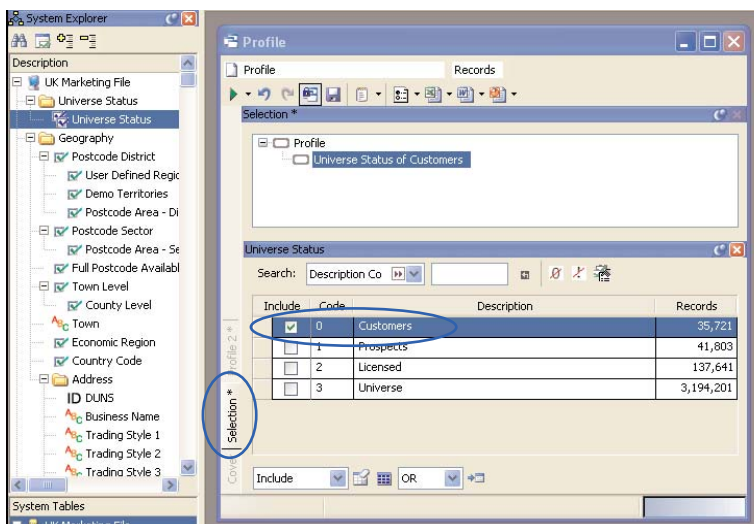
By profiling against the whole universe of UK companies you can see penetration levels and therefore areas of untapped potential for targeting in the future.

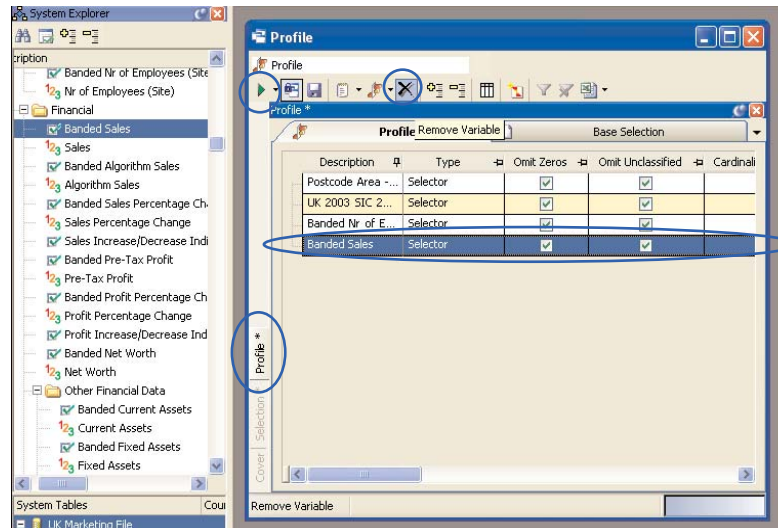### Top Tip 2 – Define the customers you want to profile

Click on the Selection tab and drag and drop the Universe Status variable onto the white workspace again. This time select Customers from the list.

Note that if you have more detailed variables available on your customers, such as those that purchased a particular product or service, then you can always make your selection of customers more specific at this point.
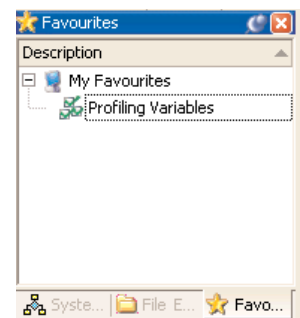
D&B Market Insight Top Tips - Creating Profiles

Top Tip 3 – Select which profile variables you are interested in
Go back to the Profile tab within your workbook and then select the Profile tab along the top. Then drag and drop the variables that you think might play a factor in the likelihood of a company buying your products and services. For example, you could add postcode area, SIC, number of employees, revenue etc.

If you want to remove a variable from the list, simply click on the variable to highlight it and press the Remove Variable button, or press the delete key on your keyboard.
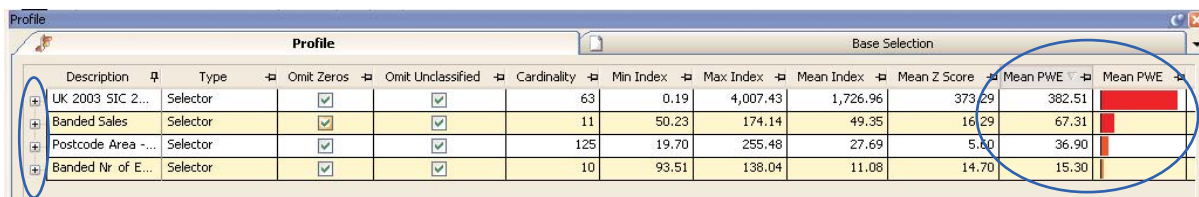

Then press the green Play button to create your profile.

To save time when creating profiles in the future you can select a standard group of variables in the System Explorer by Ctrl clicking each one and then dragging and dropping them into the Favourites tab. You can then simply drag and drop one item from your Favourites into the Profile tab and all of your variables will appear ready for profiling. This saves you having to drag on each variable every time

Top Tip 4 – Viewing your profile report
So that you can see at a glance which of your variables is the most predictive simply click on the Mean PWE header to sort by this column.
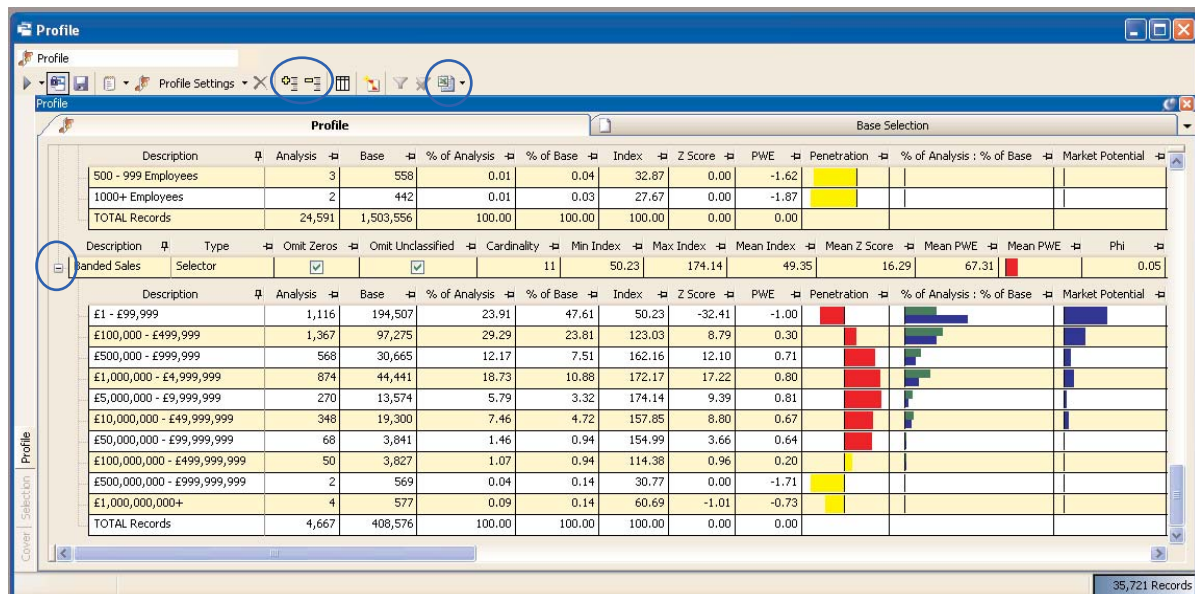

Description	Type	Omit Zeros	Omit Unclassified	Cardinality	Min Index	Max Index	Mean Index	Mean Z Score	Mean PWE	Mean PWE
UK 2003 SIC 2...	Selector	✓	✓	63	0.19	4,007.43	1,726.96	373.29	382.51	
Banded Sales	Selector	✓	✓	11	50.23	174.14	49.35	16.29	67.31	
Postcode Area -...	Selector	✓	✓	125	19.70	255.48	27.69	5.80	36.90	
Banded Nr of E...	Selector	✓	✓	10	93.51	138.04	11.08	14.70	15.30	

Then click on the plus sign next to the variable you wish to view in more detail. You will then be presented with a table of results and graphical representations to make your customer profile easier for you to interpret.

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Use the "Expand All" and "Collapse All" buttons on the toolbar to open and close all of the variables within your list in one mouse click.

Use the "Transfer To Excel" button to open your profile report in Excel.

Top Tip 5 – Interpreting your profile
Interpreting a profile report can seem complicated a first. To get you started there are a couple of key statistics and patterns that you should look out for.

Penetration
The "Penetration" column is the most important area for you to look at. A red bar to the right shows a significant over representation, whereas a red bar to the left shows a significant under representation. If the bar is orange or yellow then the results are statistically insignificant.

The "% of Analysis:% of Base" column allows you to see the areas where you are doing particularly well compared to the percentage of those companies in the whole universe. Look for those variables where the green bar (customers) is longer than the blue bar (universe).

Z-scores explained
Z-scores above 3 and less than -3 show that your result is statistically significant (red bars). The further from zero the more you can trust it. E.g.

- A high positive Z score shows a statistically significant over representation compared to the universe.
- A large negative Z score shows a statistically significant under representation compared to the universe.

Therefore Z-scores that are between -3 and 3 are statistically insignificant and should be interpreted with caution (orange and yellow bars).

In the example below you can see that companies with sales between £1m to £5m are over represented. The z-score is significant (17.22) and can therefore be replied upon and the red bar goes to the right to show an over representation. This company could therefore choose to use the banded sales criteria of £1m to £5m as a selection for their next campaign as they now know that companies with this level of sales are more likely to be interested in their products and services.

Description	Type	Omit Zeros	Omit Unclassified	Cardinality	Min Index	Max Index	Mean Index	Mean Z Score	Mean PWE	Mean PWE	Phi
Banded Sales	Selector	✓	✓	11	50.23	174.14	49.35	16.29	67.31		0.05

Description	Analysis	Base	% of Analysis	% of Base	Index	Z Score	PWE	Penetration	% of Analysis : % of Base	Market Potential
£1 - £99,999	1,116	194,507	23.91	47.61	50.23	-32.41	-1.00			
£100,000 - £499,999	1,367	97,275	29.29	23.81	123.03	8.79	0.30			
£500,000 - £999,999	568	30,665	12.17	7.51	162.16	12.10	0.71			
£1,000,000 - £4,999,999	874	44,441	18.73	10.88	172.17	17.22	0.80			
£5,000,000 - £9,999,999	270	13,574	5.79	3.32	174.14	9.39	0.81			

Top Tip 6 – Create selections straight from your customer profile
Simply highlight the rows within the profile that you are interested in (using the Ctrl key to highlight more than one) and then drag them out onto the blank workspace. A selection will then be automatically created that includes all of the base records within that particular variable. You can then choose to exclude any existing customers or refine your selection further if required.