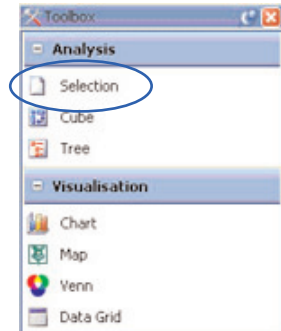


Top Tips

The Selection Tool available within the Market Insight Toolbox allows you to create highly targeted segments from the D&B Universe. Whether you want to build simple selections using just a couple of variables, or more complex selections with logic clauses and limits applied, Market Insight allows you to create the perfect targeted list for your next campaign within seconds.

Here are some top tips to help you get the most out of your Market Insight Selections.

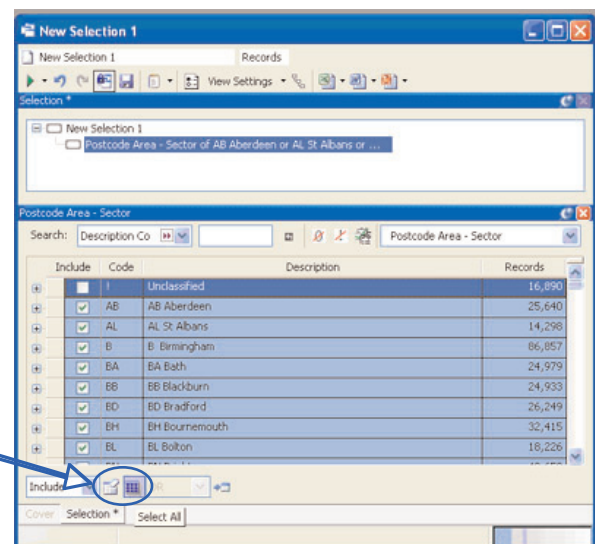


Top Tip 1 – Select all items within a variable

If you drag and drop a variable onto your selection and it contains a long list of items within it (such as the Postcode Area variable), then it may be quicker to select every item in the list using the “Select All” button and then deselect the couple of items you don’t want.

If you make a mistake you can always press the “Reset” button and start again.

“Select All” & “Reset”

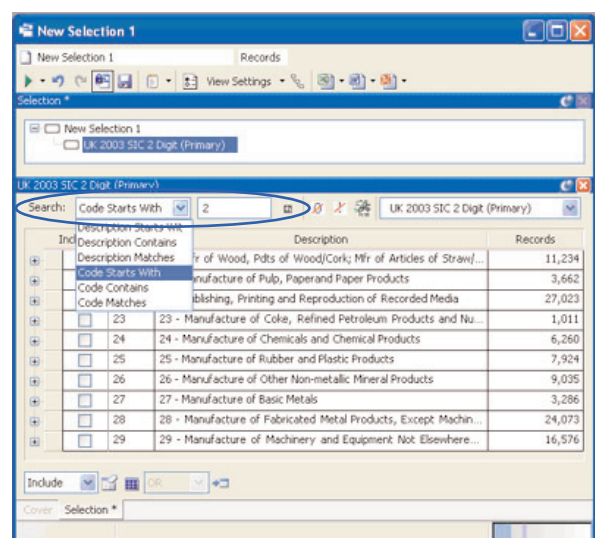


Top Tip 2 – Find the values to select quickly

Variables such as SIC can also contain a long list of categories within them. Use the “Search” facility to find the items you are looking for quickly.

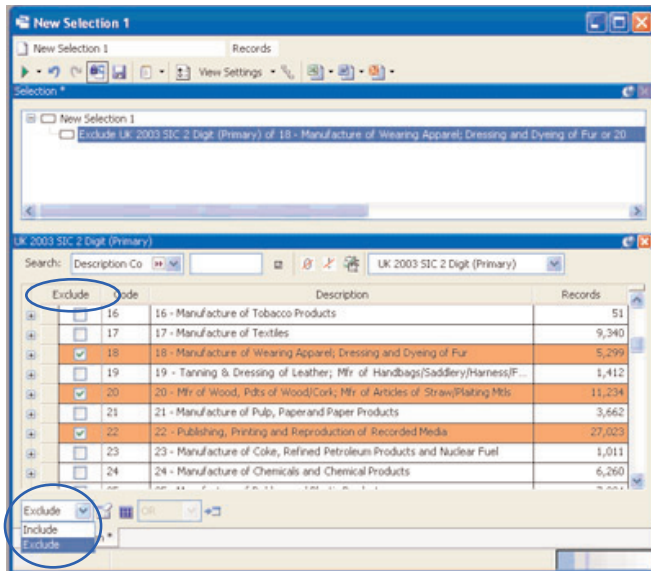
Each character you enter into the search will reduce the list of categories available in the box below. Note that this is based on the type of search you have selected.

Use the “Reset Search” button to quickly clear the text you have entered in the search box.



Top Tip 3 – Exclude (rather than include)

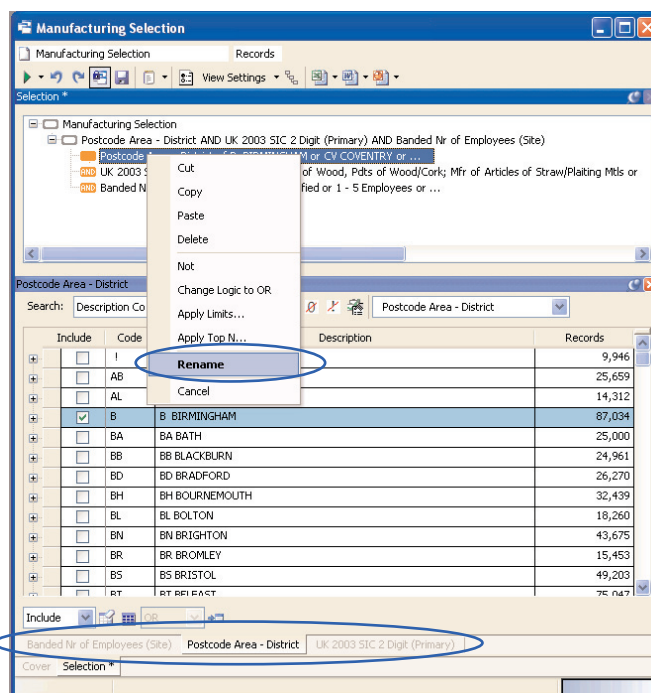
In some instances you may wish to exclude items from your selection rather than include them. Simply change the drop down option to “Exclude” and you will see that the column header changes to “Exclude”. Any items you tick are then highlighted in orange.



You will typically use the “Exclude” option when you have a few categories that are not required.

Top Tip 4 – Rename your selection criteria

To rename each of the clauses in your selection criteria you can right click on the relevant item and select the “Rename” option. You can rename any of the clauses in the selection with your own descriptions so that it is easier for you to understand when you return to the selection in the future.



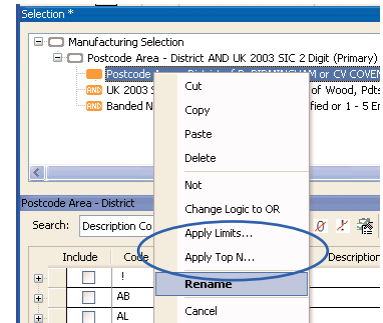
Note that when you click on a variable in your selection, a new tab will appear so that you can switch between them more easily.

Top Tip 5 – Apply limits to the number of records that can be selected

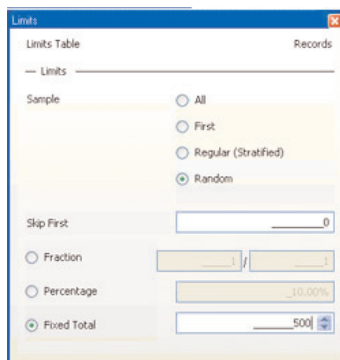
You can limit the number of records selected from a particular clause by right clicking and selecting the “Apply Limits” or “Apply Top N” options. This allows greater control over which records are selected when you need to limit the total number of records for a campaign.

The “Apply Limits” option allows you to choose a sample of the selected records using three different sampling methods (first / regular / random) and three different methods to specify the proportion (Fraction / Percentage / Total). The example below illustrates that a maximum of 500 records will be selected randomly.

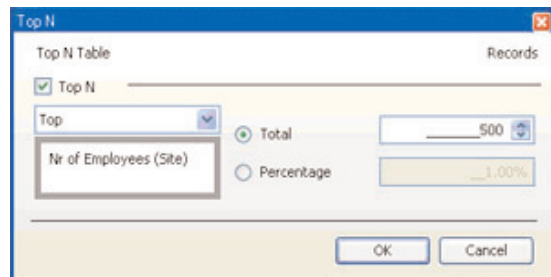
The “Apply Top N” option allows you to limit the records based on another variable. The example below illustrates that a maximum of 500 records will be selected including those records with the highest number of employees first.



Apply Limits



Apply Top N



Top Tip 6 – Change logic to OR

When you add variables to your Market Insight selections it will assume that you want each record in your count to match every criteria in your selection using AND logic. If you right click on a variable and select the “Change Logic to OR” option then you can change these rules to suit your requirements.

In the example below the logic has been changed to OR (represented in green). The count will now return businesses in the selected Postcode Areas OR businesses with a high number of employees. This will increase the number of records available significantly.

