# Simmons Allows Advertisers to SCOR with Most Likely Consumers

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SimmonsLOCAL Product Targets the â€œRightâ€• Consumers
FORT LAUDERDALE, Fla. â€“ August 4, 2005 - Simmons, the most respected authority on the behavior of the American consumer, today announced it has integrated SCORâ„¢ (Simmons Consumer Opportunity Rating), a state-of-the-art system for scoring consumers on their propensity to match the advertiserâ€™s target profile, into SimmonsLOCALâ„¢, the successful local market consumer targeting system used by advertisers, agencies and media operators across the country.
â€œThe integration of SCOR and SimmonsLOCAL provides an end-to-end solution for targeting consumers at the local market level,â€• said Mark Fauntleroy, product manager for SimmonsLOCAL. â€œSimmonsLOCAL with SCOR allows advertisers to profile and analyze consumer behaviors down to the ZIP codes in a market, identify specific local geographies to target, and then access an Experian list of consumers in those geographies with the highest propensity to match the target profile.â€•
Advertisers and direct marketers are continuously working to get their messages in front of the â€œrightâ€• consumers. Great effort is expended on targeting consumers that will provide the most lift for the advertiserâ€™s campaign. With SCORâ„¢, the advertiser is able to identify Experian consumer prospects that have a propensity for any of the consumer variables measured by Simmons, including: demographics, media usage, shopping behaviors, brand usage and preference, product usage, lifestyles, and even attitudes or opinions.
Here is an example of how SCORâ„¢ works:
?????? Say an advertising agency with a Denver-based, European auto dealership client wants to target only those households in that local market most likely to purchase or lease a luxury European car in the next 12 months.?
?????? The ad agency uses consumer information in SimmonsLOCAL to build a behavioral and demographic profile of the target consumer and maps that profile across all ZIP codes in the market.?
?????? Using SCORâ„¢, a list of households in chosen ZIP codes is acquired from the Experian InSource database and a propensity rating for matching the agencyâ€™s behavioral profile is assigned to each household.?
?????? The best scoring households, those with the highest propensity, are then provided to the agency as a direct marketing list.
â€œSCOR allows advertisers to move past using demographic cluster solutions with limited application and into the future where every consumer receives a personalized SCORâ„¢ based on behavioral profiles in addition to demographics,â€• notes Dr. David Algranati, chief architect of the SCORâ„¢ solution and senior statistician with Simmons Market research.
For more information, please contact Mark Fauntleroy at (954) 427-4104, ext. 160 or MarkF@smrb.com. Also, visit us at http://www.smrb.com/.
Simmons Market Research Bureau
Simmons, an Experian Company, has been a leading chronicler of the American consumer for over 50 years. From the products that all Americans buy and the brands we prefer, to our Internet shopping behaviors, attitudes, lifestyles and media that we use.? Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers. We welcome you ... to the world of the American Consumer ... through the eyes of the authority in the business... Simmons, an Experian Company