# GALE ANALYTICS TIPS

## Engage with Hobbyists to Promote Programming

The **Experian Segmentation Portal** (<u>https://www.segmentationportal.com</u>) allows the user to identify targeted segments by searching from 600-700 data points. Identify specific Mosaic types/groups that enjoy hobbies ranging from gardening to photography, then use the report to display filtered contact information for targeted outreach.

experian.

Portal | Mosaic USA | Core 🖌 | MyF

#### **STEP ONE:**

Log into the **Experian Segmentation Portal** using your username and password. Then, navigate to **Audience** on the right.

### **STEP TWO:**

Select **How we live our lives**, then select the hobbies of your choice from the list underneath **Leisure activities/hobbies**. Select **Type** and **View QuickStats** to display the Mosaic types that best align with that specific hobby/activity. Some are listed below:

- -Bird Watching: J35, Q62, Q64
- -Cultural Arts: A06, G25, E19
- -Education Courses: G24, G25, H28, P58
- -Gardening: J34, J35, E21
- -Needlework/Quilting: J34, J35, Q62, Q63
- -Painting/Drawing: S70, O50, O55, P60
- -Photography: S70, H28, A06, K37



#### **STEP THREE:**

Filter for these Mosaic types in your Tableau report previously created in *Gale Analytics*. You can filter for one at a time or select multiple types. Navigate to the **Mailing List** tab to view your custom mailing list with household addresses and patron email addresses. You can also download this list and export it to Excel by clicking **Worksheet -> Export -> Crosstab to Excel**. The total number of households filtered will display in the bottom lefthand corner. Now, the contact information found in this spreadsheet can be used for targeted library outreach.



Gale, here for **everyone**.

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