GALE ANALYTICS TIPS

Reach Families with Children of a Specific Age Group

The **Experian Segmentation Portal** (https://www.segmentationportal.com) allows the user to identify targeted segments by searching from 600-700 data points. Identify specific Mosaic types/groups that have children within specific age ranges.

STEP ONE:

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

STEP TWO:

Select **Who we are**, then select the age group of your choice from the list underneath **Age of children:**
0-3
4-6
7-9
10-12
13-18
Select **Type** and **View QuickStats** to display Mosaic types that best align with households who have children within the age range you selected, based on a similarity score of 100.

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

Gale, here for **everyone.**