

Technical Newsletter, 25 June 2010

Pacific Micromarketing Online Version 1.1: Silhouette and Mosaic Modelling

Pacific Micromarketing releases Version 1.1 of its market leading online counts and analytical engine.

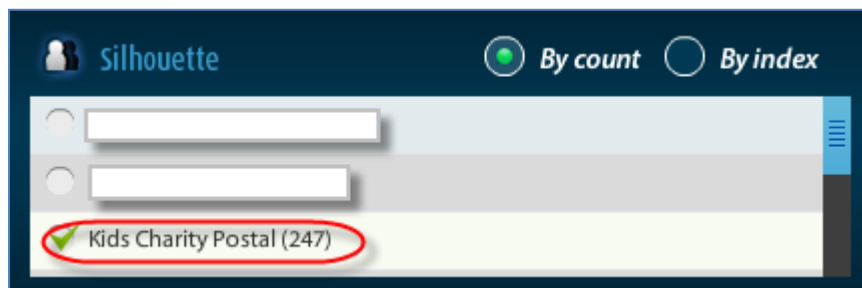
Included in this release is the extension of the ground breaking Pacific Micromarketing client data modelling tool known as **Silhouette**.

Silhouette allows you to upload existing client lists to be modelled against Pacific Micromarketing's leading modelling dataset, **Mosaic**.

Once logged in to the online counts engine navigate to the **Search Preferences** option under the **Counts** tab.



In the **Silhouette** window select the file you wish to model. This is a file that you would have previously uploaded in the **Files Tab** of Pacific Micromarketing Online. In this case, we will use **The Kids Charity Postal** file.



Select if you wish to use an analysis **By count** (Totals) or **By index** (Against the Australian average).

By count groups your data by the most frequent Mosaic type found in your data.

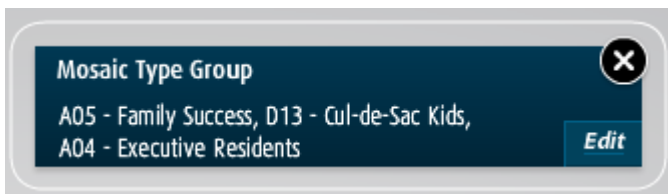
By index groups your data by the most frequent Mosaic type found in your data compared to the national average.

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You will then be presented with a window showing the results of the Mosaic analysis.

These results are then pre-populated into your list count global filters.



You can then edit these global filters, or leave in order to receive a list count with similar data selected to your existing customers.

Silhouette

The global filter **Mosaic Type Group** will be pre-populated with *A05 - Family Success, D13 - Cul-de-Sac Kids* and *A04 - Executive Residents*

Cancel

Ok

