



AnySite Segmentation 2.0 Australia Release Notes

This document contains information for the AnySite® Australia Segmentation 2.0 release. AnySite Segmentation is a plug-in for the AnySite Australia desktop product that helps you profile your customers and develop marketing programs to reach your targeted customers. It uses two segmentation systems—CAMEO AU and CAMEO International.

If you require assistance installing the Segmentation plug-in, please contact Technical Support Australia via phone at 1.800.648.899 (toll free) or email pbbi.support@pb.com.

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Installing Segmentation

Follow the instructions in the AnySite Segmentation Guide v2.0:

<http://www.pbinsight.com/support/product-documentation/details/anysite-segmentation>

Known Issues

Cluster Descriptions Too Long

Cluster descriptions are sometimes too long and truncated, even if you expand the cell in the Cluster Descriptions Report.

Multiple Cluster Descriptions Share Single Picture

Cluster pictures are the same for several types of clusters. For example, the clusters Mixed Rural Households of Lower Affluence and Older Rural Families & Indigenous Residents share the same cluster photo.

Cluster Descriptions and Pictures Missing for CAMEO International

Although the CAMEO AU segmentation system displays both pictures and cluster descriptions, the CAMEO International displays only names.

Cluster Numbers in Thematic Map Legends Differ From Cluster Codes

The cluster numbers that appear in thematic map legend in AnySite desktop are different than the cluster codes that appear in the AnySite Segmentation Plug-in. For example, cluster code 1A in the Segmentation Plug-in appears as cluster 11 in the CAMEO AU Categories Clusters thematic map legend in AnySite Australia.

Note This issue pertains only to the CAMEO AU segmentation system, not to the CAMEO International system.

The table below shows the correspondence between these two types of numbers.

Cluster Code	Cluster Number	Cluster Name
01A	11	Successful Older Households In Expensive Detached Homes
01B	12	Pre-Family Cosmopolitan Urban Executives
01C	13	Prosperous Executives In Mixed Dwellings
01D	14	Wealthy Households In Detached Homes
01E	15	Prosperous Urban Dwellers
02A	21	Wealthy Rural Households With Many Indigenous Residents
02B	22	Older Comfortable Detached Households
02C	23	Wealthy Singles, Couples & Families
02D	24	Rural Couples & Large Families With Older Children
02E	25	High Income Mixed Origin Detached Homes
02F	26	Comfortable Mixed Age Detached Households
03A	31	Wealthy Pre-Family Urban Households
03B	32	Young Groups In Urban Student Areas
03C	33	Comfortable Mixed Tenure Households With Younger Children
03D	34	Younger Diverse Urban Areas
04A	41	Younger People Living In Detached Homes
04B	42	Comfortable Households Of Australian Origin
04C	43	Mixed Ages In Detached Neighbourhoods
04D	44	Comfortable Singles, Couples & Families
04E	45	Singles, Couples & Families In Detached Homes
04F	46	Comfortable Mixed Age Neighbourhoods
04G	47	Mixed Age Singles, Couples & Families In Detached Homes
05A	51	Younger Rural Family Neighbourhoods
05B	52	Mixed Ages In Modest Housing

Mesh Blocks Folder Not Expandable for CAMEO International

If you create a profile using the CAMEO International segmentation system, the Mesh Blocks folder is not expandable when selecting that as a geography level. After a length of time, Mesh Blocks do appear in the dialog but are not sorted in subfolders as they are when creating a profile using the CAMEO AU segmentation system.

DefaultReportGeoLevel Setting

In order to view all reports and charts at the Mesh Block-level by default in AnySite Segmentation, you have the option to change the DefaultReportGeoLevel setting in the AnySite.ini file to MB. However, changing this default affects all reports and thematics in AnySite. Optionally, you may override the Anysite.ini default setting in AnySite Segmentation by selecting a different geography level whenever you create a profile or report.

Report Data is Zero for “Other Residential” Cluster

For the CAMEO International segmentation system, the “Other Residential” cluster has a code of “XX” and returns zero on all reports except Cumulative reports.

Report Data and Percentages are Incorrect

Odd-looking numbers are generated when using Mesh Blocks as a universe geography on all reports except Cumulative reports. When using Mesh Blocks in a profile as the universe geography, zeros as well as unreasonable penetration percentages are returned on all reports except Cumulative reports.

When creating a profile, do not use a geography level for the universe that is smaller than the level used as the subject geography. The universe geography must include the entire subject geography.

Cumulative Report Sorts are Incorrect

The Cumulative Report does not correctly sort table values when sorting columns in the report. This sometimes occurs when switching the default segmentation system in the Configurator.