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## Study

A study is an analysis of the interests of your target audience compared to your reference audience. To launch a study, you need both a target audience and a reference audience.

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## Credit

Profiler licenses are credit based. Each study you run requires, or expends, 1 credit.

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## Target audience

The target audience is the audience you want to study. In running your study, your goal is to reveal insights about this particular audience's online interests. You create this audience during set-up. You choose this audience by selecting from demographic and psychographic criteria.

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## Reference Audience

The reference audience is your comparison audience. This is a wider population for which it makes sense to compare your target audience. The reference audience **MUST** be larger and must contain your target audience, which allows us to compare both results and make sense of the data retrieved.

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## Explorer

The Explorer tab is where you can explore your study's findings. The Explorer tab contains 3 main elements. The first, is the sunburst chart (more below). Second, to the right of the page, are you target audience's top affinities by category of interest. Third, you will find a search bar that allows you to search an interest.

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## Sunburst

A sunburst diagram or sunburst chart is a multilevel pie chart, representing your target audience's hierarchy of interests. Within Profiler, it is a means to exploring your study's findings.

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## Interest Tree

Synthesio categorizes consumer interests in the shape of a tree, with each interest and behavior branching off from a larger, yet related category.

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## Leaf

Sticking with the tree analogy, a leaf is a category of the interest tree that represent a proportion of the whole.

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## Interest

An Interest is a sign of curiosity or concern about something. Facebook defines for each and any >2Billion Facebook users their list of interests based on their online activity. The list of Interests is almost infinite and includes Hobbies & Activities, Media, Brands, Personalities, Arts & Entertainment, etc.

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## Category

A class or division of things that have particular shared characteristics / commonality.

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## Affinity Score

Affinity score allows users to detect the most compelling differences between your target audience and your reference audience. A color coded ranking system makes it easy to spot which topics your audience has the highest affinity for.

A green dot means that the topic is over-represented compared to your reference audience.

A red dot means that the topic is underrepresented compared to your reference audience.

A grey dots means that the topic is similar compared to your reference audience.

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## **Report**

Every Profiler study comes loaded with several pre-built audience analysis reports. The data visualized in each reports is aligned with the insights that will be most valuable to a marketer working within the titled use case.

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## **General Overview**

This is a pre-built template of a report. It covers all the main categories of your study and gives you a general understanding of the interesting insights.

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## **Socio-Demographic Characteristics**

This report template gives you sociological information - like your audience's education level and marital status - as well as geographic information - where your target audience resides.

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## **Media Planning**

This report template is all about understanding the preferred media mix of your target audience. For example, it shows you what kind of newspapers or magazines your audience likes to read, radio channels they like to listen to, and the social media they use, etc

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## **Event Planning / Sponsorship**

This report template shows you what kind of events you have to focus on to attract your audience. This template covers everything that is linked to events, from festival types to favorite bands & musicians.

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## **Content Creation: Lifestyle & Behavior**

This report template helps brands create content that speaks to their audiences by displaying information around sports, travel habits, business & leisure topics.

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## **Sponsorship & Partnership Brands**

This report template gives you an overview of the major brands that your audience is interested in. This is mainly used for smart sponsorship & partnership decisions.

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## **Blank Report**

A blank report is an empty report page. You can customize a blank report from scratch by adding various data widgets.

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## **Data Widget**

Is a widget type based on data you get from the Study.