

Introduction to AudienceLens

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AudienceLens does just one thing and does it very well: audience analysis. It's an interactive tool that goes beyond aggregate data. It's designed for simplicity and ease of use. Within minutes, you will be able to dive deeply into the data to uncover actionable insights across a diverse range of interests and intents.

The screenshot displays the AudienceLens interface. At the top, there are three filter sections: 'Audience' with a dropdown set to 'CivicScience Network', 'Baseline' with a dropdown set to 'US Adults', and 'Date Range' with a dropdown set to 'Last 30 Days'. Below these are six navigation tabs: 'Demographics', 'Location', 'Brand Favorability', 'Interest', 'Purchase Intent', and 'Consumption'. A status bar below the tabs shows 'All respondents in CivicScience Network compared against weighted baseline US Adults from Jun 18, 2024 to Jul 17, 2024'. To the right of the status bar are two buttons: 'Index' and 'Composition'.

In AudienceLens, you have the ability to:

- Use pre-defined and indexed audience groups
- Perform audience comparisons
- Create audiences
- Follow audience groups & trends
- Push insights to follow preferences

All of the above are presented in a fast, intuitive, mobile-friendly user interface surfacing real-time data.
