

MicroStrategy Wisdom Professional

Wisdom
PROFESSIONAL™

*Exceptional Consumer Insights and Market Research Using
Facebook Data*

Product Documentation

MicroStrategy®

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I. Overview

MicroStrategy Wisdom Professional (Wisdom) is an analytical application that can explore the full spectrum of consumer data contained in Facebook. The data is derived from the collective intelligence of the Wisdom Network, where millions of consumers have “opted in” to contribute data anonymously.

Wisdom is a unique and a powerful consumer research system that provides a business with:

- Unprecedented insights into consumers’ demographics, interests, activities and motivations
- Powerful segmentation capability to find user groups, by selecting any combination of Wisdom’s data attributes
- The ability to analyze each group to find unique preferences of its members, and use these insights to guide your marketing activities

II. What’s Included

The following table lists out the features available with Wisdom.

Subject Area	Features
Extensive Demographics	See the demographic makeup of consumers in the Wisdom Network. Analyze different demographic perspectives such as gender, relationship status, education, geography, income and language
Popular Page Interests	View the most popular interests of consumers across different page categories
Places Visited	Analyze the places visited by people using information on check-ins
Psychographic Groups	Use Wisdom’s pre-defined consumer groups derived using similarities in interests and activities
Consumer Scores	Discover the most affluent, influential and popular people based on scores assigned by Wisdom
Segmentation	Choose from different data points within demographics, interests, psychographics and scores to create consumer groups
Affinity of Interests	Understand the relative preferences of consumer groups using an affinity score calculated for Facebook Pages and Wisdom’s Psychographic Profiles
Segment Comparisons	Compare different consumer groups to find similarities and

	differences in their demographics and interests
Organizational Perspectives	Get a summary of consumer data from various perspectives – corporate level aggregates, brand level detail, quick brand-to-brand comparison
Advanced Visualization	Utilize visualizations such as maps, histograms and scatter plots to identify trends at-a-glance

Table 1: Wisdom Professional Capability Matrix

III. Areas of Analysis and Capabilities

Dashboards and Reports

Wisdom Professional provides a range of reports and dashboards that let you explore and analyze the Wisdom Network in the following areas:

- Summary
- Interest Analysis
- Psychographic Groupings
- Comparative Analysis
- Demographic Analysis
- Activity Analysis
- Scores Analysis

a. Dashboard

The Wisdom Summary Dashboard provides snapshot information of consumers in the Wisdom Network on demographics and interests. This information can help organizations to get a quick understanding of the trends in the Wisdom Network. What is the average age of consumers? Is there more number of female users than male users? Which are the top trending pages in the Wisdom Network?

The summary information can also be analyzed for a specific page or a group of pages. See Figure 1.



Figure 1: Wisdom Summary Dashboard

b. Demographics Analysis

The Demographics view provides a comprehensive view of demographic and geographic breakdown of consumers in the Wisdom Network, including gender, marital status, age, education, metro area, country, estimated income and language breakdown. This insight will help businesses to understand the makeup of users and use the information to group users using Wisdom’s segmentation capability – [See Interactivity Features-Segmentation.](#)



Figure 2: Demographics Analysis

Gender Report

In this report, Wisdom groups consumers by gender, based on the information provided on Facebook. The attribute “Gender” is assigned three values – Male, Female and Undeclared as shown in Table 2. Users are assigned to “Undeclared” when they do not declare their gender.

Gender
Male
Female
Undeclared

Table 2: Gender Attribute

Relationship Status Report

In this report, Wisdom groups consumers by marital status, based on the information provided by these people on Facebook. The attribute “Status” is assigned any of the values as shown in Table 3. Consumers are assigned to “Undeclared” when they do not declare their marital status.

Status
Single
Married
In a Relationship
Engaged
Undeclared

Table 3: Relationship Status Attribute

Age Bracket Analysis Report

Wisdom classifies a consumer into different age brackets, based on the information disclosed by them on Facebook. The attribute “Age Bracket” takes nine values as shown in Table 4. Consumers are assigned to “Undeclared” when they do not declare their age on Facebook.

Age Bracket
13-16
17-21
22-28
29-35
36-45
46-58
59-70
71+
Undeclared

Table 4: Age Bracket Attribute

Education Level

Based on the Education History fields in Facebook, Wisdom determines a consumer’s highest education level (High School, College or Graduate School). Note that although a consumer may have entered multiple education levels (e.g. high school and college information), he or she will only be assigned the highest level. The different values of Education Level are as shown in Table 5. Consumers are classified under Undeclared when they do not mention their Education Level.

Education Level
High School
College
Graduate School
Undeclared

Table 5: Education Level Attribute

Urbanicity Report

Each consumer location in the Wisdom Network is classified as Urban or Rural and stored in the Urbanicity attribute. This is done by matching against a list of known urban areas and by applying certain rules based on the city's current population. The attribute is assigned to the values as shown in Table 6. Consumers are assigned to "NA" when the rules for determining Urbanicity do not apply to their location (example – if a person's city cannot be referenced in the geographic database), while "Undeclared" means that consumers have not mentioned any location information on Facebook.

Urbanicity
Urban
Rural
NA
Undeclared

Table 6: Urbanicity Attribute

Metro Area

Where applicable, a location or city is mapped to a Metro Area by cross-referencing against a geographic database and calculating the distance to the closest metro area. For example, all of the neighboring cities around New York are combined to come up with the New York Metropolitan Area. Keep in mind that a Metropolitan Area can be comprised of both Urban and Rural locations.

Country / City / State, Territory/ Country of Origin

For the instances where a consumer has either partially entered his/her location (e.g. entered a city but no state nor country), Wisdom backfills the state/territory (used in the Filter) and country by matching the city with our geographic reference database. Additionally, we complement this information with the location coordinates (Longitude and Latitude) so we can place them on a map.

The Country of Origin (used in the Filter) is mapped to a consumer based on the hometown location that he/she has entered on Facebook.

*Read the section on [Data Enrichment](#) to learn more on Urbanicity, Metro Area and other Location details.

Language

Based on the Locale that a consumer selects on Facebook, Wisdom determines consumers' preferred language. Note that this is different from the Languages that a consumer declares on Facebook.

Estimated Income

Income prediction is based primarily on the median household income for a consumer's location and age bracket. For the U.S., Wisdom references data from the 2009 American Community Survey (ACS) 5-year estimates for the municipality levels¹. If the location is not listed for a person, Wisdom will assign the U.S. median household income.

For countries within the European Union, Wisdom assigns the median household incomes for each country that are available on Eurostat². For Japan, the estimates are based on the 2009 National Survey of Family Income and Expenditure³. For all the remaining countries the household incomes are based on World Bank estimates of gross national income per capita⁴, corrected for purchasing power.

Once the median incomes are estimated for each region, Wisdom will then apply various modifiers such as marital status, gender and education level that can increase or decrease the income estimates.

Income brackets are grouped as shown in Table 7.

¹ <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

² http://epp.eurostat.ec.europa.eu/portal/page/portal/income_social_inclusion_living_conditions/data/database

³ <http://www.e-stat.go.jp/SG1/estat/ListE.do?bid=000001028135&cycode=0>

⁴ <http://data.worldbank.org/indicator/NY.GNP.PCAP.PP.CD/countries>

Income Bracket
Less than \$25K
\$25K - \$35K
\$35K - \$50K
\$50K - \$60K
\$60K - \$80K
\$80K - \$100K
\$100K - \$140K
\$140K - \$160K
\$160K - \$200K
More than \$200K
Unavailable

Table 7: Income Bracket Attribute

c. Interests Analysis

The Fan Interests view allows businesses to analyze a wealth of information on users’ Facebook interests. Interests include Brands, Music, Movies, Books, Media, Sports, Retail, and Going Out locations, among others. See Figure 3 for more details.

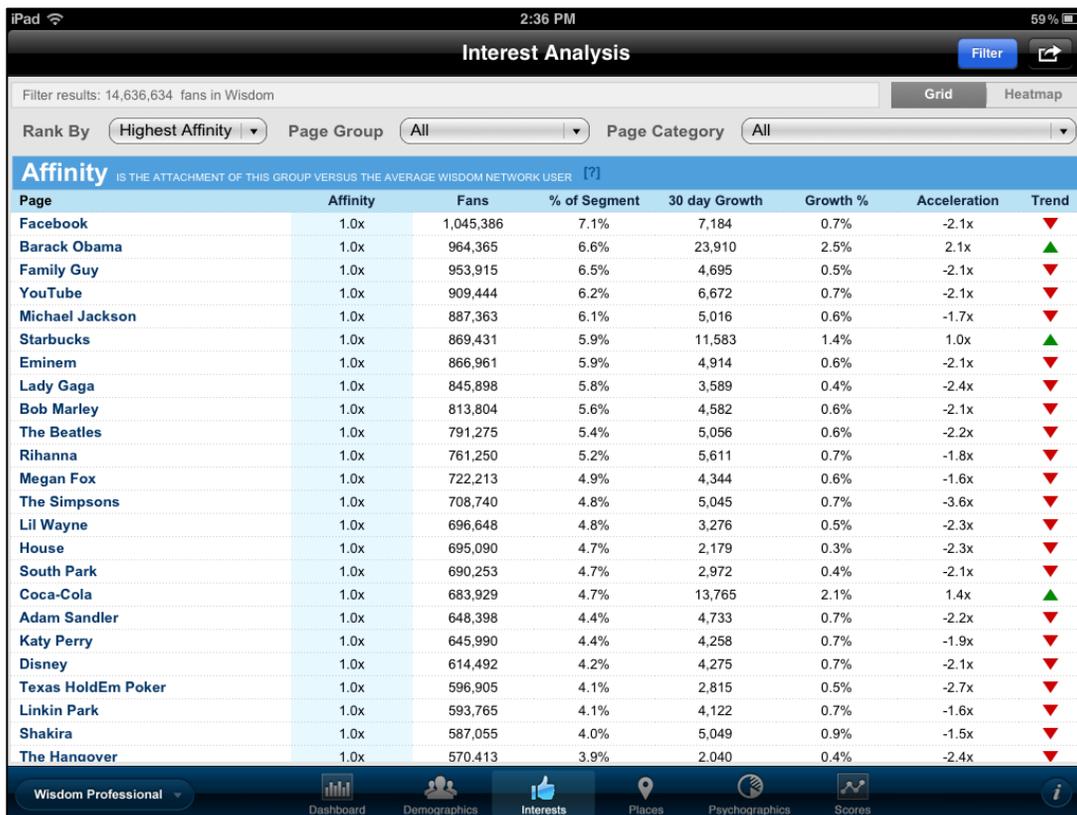


Figure 3: Fan Interests Analysis



Wisdom extends the Page Category defined on Facebook (e.g. Athlete, Retail and Consumer Merchandise) to a broader Page Group. For example – Athlete, Professional Sports Team, Sports Team, Sports League, etc. are all grouped into the Sports Page Group. Such grouping facilitates aggregate analysis and browsing of page categories. Table 8 shows the fourteen Page Groups. For a detailed view of Page Groups and the corresponding Page Categories, refer to [Appendix 1 “Page Classification”](#).

Page Groups
Books
Music
Sports
Art
Movies
News/Media
Going Out
Games/Apps
People
General Entertainment
Television
Travel
Companies/Products
Other

Table 8: Wisdom Page Groups

Fan Interests Metrics

Affinity

The Affinity score for Facebook Pages and Psychographic Profiles enables businesses to understand the relative preferences of any group of consumers.

In terms of the Page Likes, “Affinity” quantifies the strength of connection between a page and a group of people compared to the average user in the Wisdom Network.

Affinity = 1x is the norm, meaning the same connection strength as the average consumer. A number > 1x represents a stronger connection vs. the average, while a number < -1x implies a weaker connection.

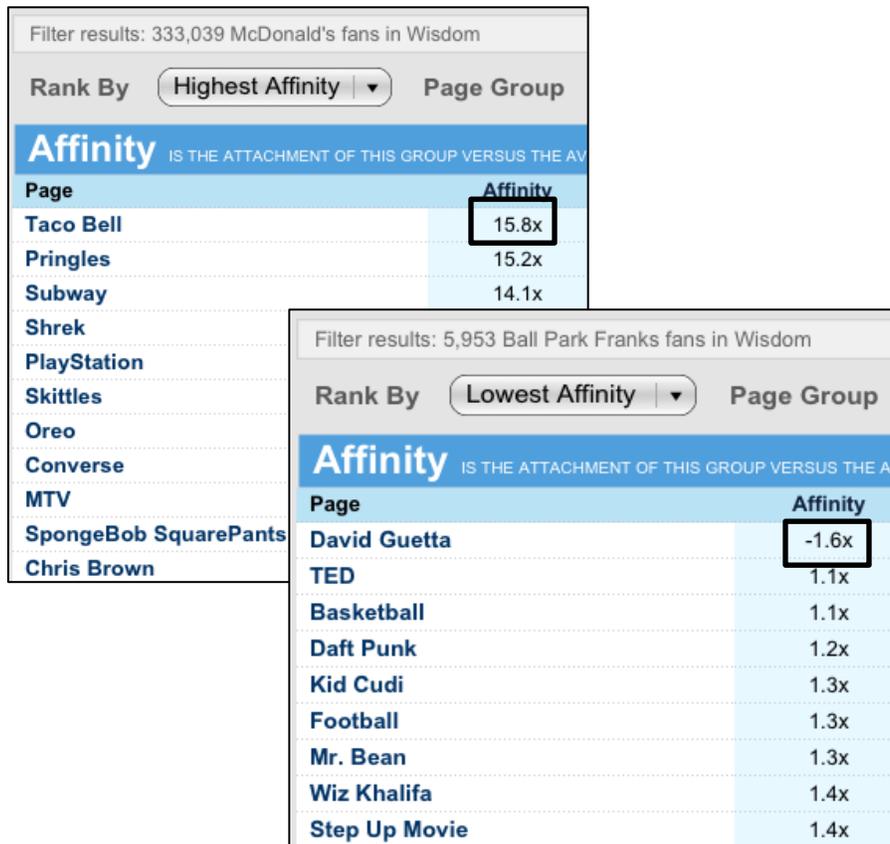


Figure 4: Fan Interests Illustration

As shown in Figure 4, the page “Taco Bell” has an affinity of **+15.8x** means that people in that group are 15.8 times more likely to like that page than the average Wisdom Network consumer. On the other hand, the page “David Guetta” has an affinity of **-1.6x** means that people in that group are 1.6 times less likely to like that page as compared to the average Wisdom Network consumer.

To avoid favoring pages with very small fan counts that are exclusively liked by a few members of the segment, the Affinity calculation gives preference in the report to pages with higher fan counts.

Figure 4. also shows that Affinity results can be ranked either by Highest Affinity or by Lowest Affinity.

Fans

The metric “Fans” indicates the number of fans of a particular Facebook page. For example – as shown in Figure 5; “Target” has around 150,000 fans.

The Popularity grid ranks the most popular pages by “Fans” in descending order.

Filter results: 376,305 Walmart fans in Wisdom

Rank By Page Group

Popularity IS THE NUMBER OF PAGE FANS [?]

Page	Affinity	Fans
Target	13.8x	150,704
Facebook	5.5x	147,903
YouTube	6.1x	142,156
Adam Sandler	7.6x	126,960
Starbucks	5.6x	124,576
Family Guy	5.1x	124,421
Eminem	5.4x	121,218
Disney	7.2x	113,681
Subway	12.8x	112,574

Figure 5: Fan Interests (Popularity) - Illustration

% of Segment

The metric “% of Segment” indicates the percentage of fans of the corresponding page in the selected segment. See Figure 6 for an illustration.

Filter results: 376,305 Walmart fans in Wisdom

Rank By Page Group Page

Popularity IS THE NUMBER OF PAGE FANS [?]

Page	Affinity	Fans	% of Segment
Target	13.8x	150,704	40.0%
Facebook	5.5x	147,903	39.3%
YouTube	6.1x	142,156	37.8%
Adam Sandler	7.6x	126,960	33.7%
Starbucks	5.6x	124,576	33.1%
Family Guy	5.1x	124,421	33.1%
Eminem	5.4x	121,218	32.2%
Disney	7.2x	113,681	30.2%
Subway	12.8x	112,574	29.9%

Figure 6: Fan Interests (% of Segment) - Illustration

Growth%

Growth is the increase in number of fans in the Wisdom Network for a given page over the selected time period. The available time periods are 7 days, 30 days, 90 days and 1 Year.

This is based on the date the page in question was liked by a user not the date such user joined the Wisdom Network.

Figure 7 illustrates fan interests as ranked by Growth over 30 days.

Filter results: 376,305 Walmart fans in Wisdom							Grid	Heatmap	
Rank By	Growth	Page Group	All	Page Category	All				
Growth						7 Days	30 Days	90 Days	1 Year
IS THE INCREASE IN FAN COUNT OVER THE SELECTED TIME PERIOD [?]									
Page	Affinity	Fans	% of Segment	30 day Growth	Growth %	Acceleration	Trend		
The Game on BET	12.8x	9,484	2.5%	9,483	948300.0%	17.8x	▲		
Dell	10.7x	5,553	1.5%	5,553	100.0%	1.0x	=		
Paul Ryan VP	6.1x	4,672	1.2%	4,671	467100.0%	18.1x	▲		
Amazon.com	9.2x	67,061	17.8%	2,871	4.5%	-1.5x	▼		
Target	13.8x	150,704	40.0%	2,400	1.6%	-2.6x	▼		
Mitt Romney	7.3x	29,117	7.7%	2,149	8.0%	2.2x	▲		
Lay's	9.3x	14,576	3.9%	2,019	16.1%	6.5x	▲		
Samsung Mobile USA	14.4x	53,036	14.1%	1,710	3.3%	-2.3x	▼		
Ted (The Movie)	10.0x	10,950	2.9%	1,621	17.4%	1.9x	▲		
Kohl's	14.7x	87,974	23.4%	1,440	1.7%	1.1x	▲		
New York, New York	6.1x	23,754	6.3%	1,409	6.3%	-1.2x	▼		
Macy's	16.5x	80,356	21.4%	1,374	1.7%	-2.4x	▼		
Sparkle	21.6x	4,348	1.2%	1,277	41.6%	4.1x	▲		
Fluid Mechanics	9.3x	2,500	1.0%	1,220	51.0%	10.5x	▲		

Figure 7: Fan Interests (Growth) - Illustration

Acceleration

Acceleration is the change in the fan growth rate of a page for a given period compared to the annual average growth rate.

Acceleration measures if a page fan growth rate in the short term (e.g. last 30 days) is faster or slower compared to the annual growth rate. A positive acceleration means that it's recently growing faster, while a negative one means its growing at a slower pace.

For example as shown in Figure 8, the page – Paul Ryan VP, has an acceleration of +5.6x for the last 90. It means that it acquired fans 5.6 times faster over the last 90 days compared to the fan growth over the last year. On the other hand, the page – Amazon.com with an acceleration of -1.5x for the last 30 days means that it acquired fans 1.5 times slower compared to the annual rate.

See Figure 8 for an illustration.

Filter results: 376,305 Walmart fans in Wisdom

Grid Heatmap

Rank By Acceleration Page Group All Page Category All

Acceleration IS THE CHANGE IN FAN GROWTH RATE COMPARED TO THE ANNUAL GROWTH RATE [?]

Page	Affinity	Fans	% of Segment	90 day Growth	Growth %	7 Days	30 Days	90 Days	Trend
Paul Ryan VP	6.1x	4,672	1.2%	4,671	467100.0%		5.6x		▲
The Game on BET	12.8x	9,484	2.5%	9,483	948300.0%		5.8x		▲
Sparkle	21.6x	4,348	1.2%	4,268	5335.0%		4.5x		▲
Adalia Rose	10.2x	5,744	1.5%	5,722	26009.1%		4.4x		▲
Star Wars	2.9x	7,628	2.0%	37	0.5%		4.4x		▲
Make the Connection	19.1x	4,747	1.3%	4,741	79016.7%		4.3x		▲
Morris Chestnut	18.4x	5,959	1.6%	5,948	54072.7%		4.3x		▲

Page	Affinity	Fans	% of Segment	30 day Growth	Growth %	Acceleration	Trend
The Game on BET	12.8x	9,484	2.5%	9,483	948300.0%	17.8x	▲
Dell	10.7x	5,553	1.5%	5,553	100.0%	1.0x	▬
Paul Ryan VP	6.1x	4,672	1.2%	4,671	467100.0%	18.4x	▲
Amazon.com	9.2x	67,061	17.8%	2,871	4.5%	-1.5x	▼
Target	13.8x	150,704	40.0%	2,400	1.6%	-2.6x	▼

Figure 8: Fan Interests (Acceleration) - Illustration

d. Activity Analysis

The Places view provides businesses the ability to research on the most popular places frequented by consumers. Wisdom uses the information on consumer check-ins on Facebook for reporting purposes. The Places Category Analysis allows users to the place categories most frequented by the group. (See Figure 9)

For example the “Hard Rock Café Yankee Stadium” will be categorized under “Sports & Events Venue”, whereas “Six Flags Over Georgia” will be classified under “Amusement”. Such insights enable businesses to gauge the preferences of consumers.

Places Analysis breaks down the check-ins to specific venues. Businesses can view the places visited by consumers’, by choosing the Place Category.

Users can Rank the Places List by Checkins, Visitors, Growth or Acceleration.

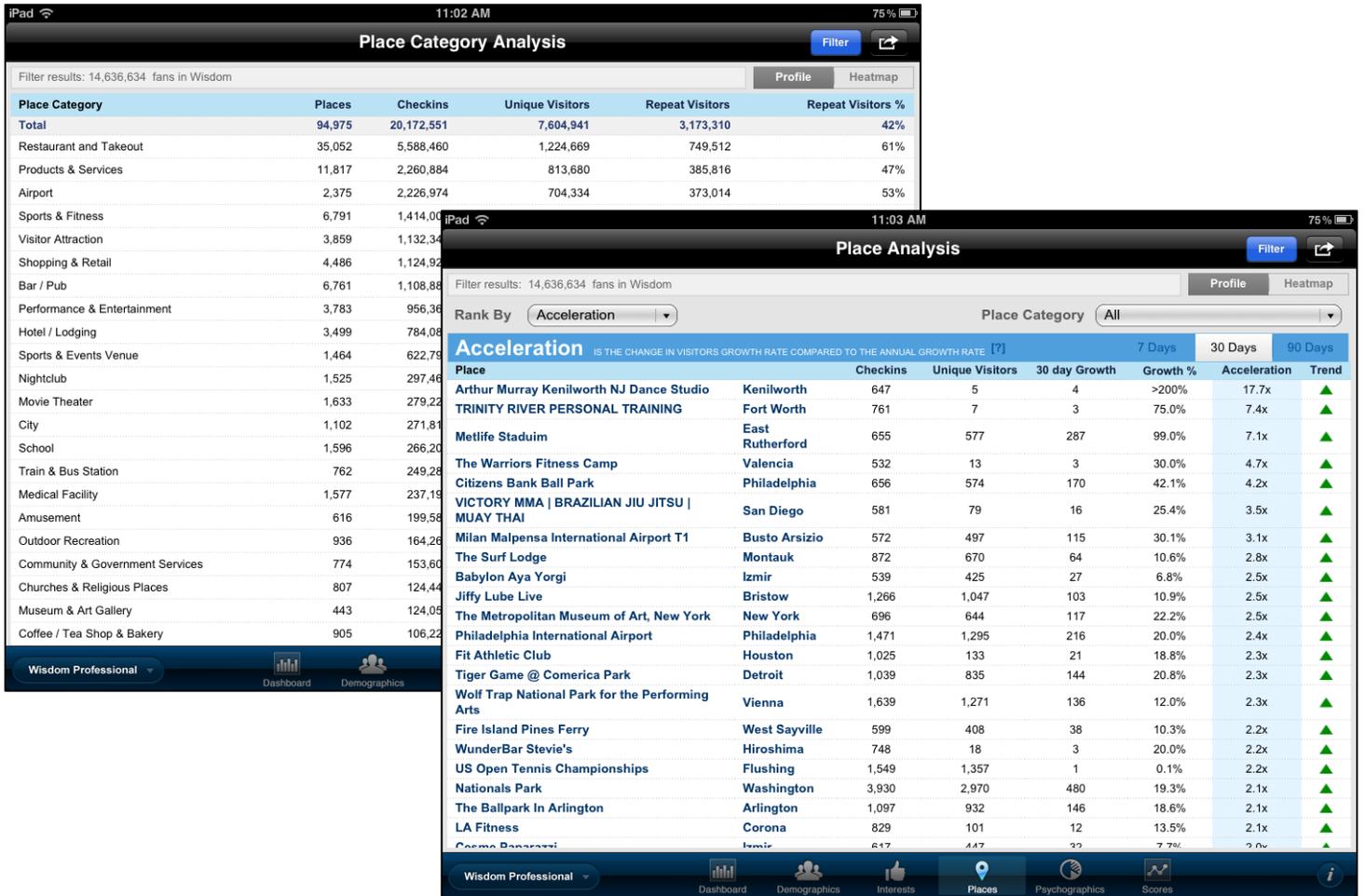


Figure 9: Places Analysis

[Appendix 2 "Place Categories"](#) Shows the different Place Categories used by Wisdom.

Places Metrics

Places

Indicates the number of places classified under the corresponding category.

Check-ins

Indicates the total number of consumer check-ins at the place or in the category.

Unique Visitors

Indicates the total number of distinct people checking in to a particular place or place category.

Repeat Visitors

Indicates the total number of distinct people checking in to a place category more than once.

Repeat Visitors %

The number of repeat visitors as a percentage of unique visitors.

Growth%

Growth is the increase in number of consumers visiting a given place over a period of time. The available time periods are 7 days, 30 days, 90 days and 1 year.

Acceleration

Acceleration is the change in the growth rate of consumers' visits to a place, as compared to the annual growth rate.

e. Psychographics Analysis

Psychographic Profiles are pre-packaged segments defined based on the user demographics and interests. Wisdom assigns these profiles to consumers having similar interests and activities. Some examples include: Music Lovers, Social Activists, Outdoor Enthusiasts, etc.

Wisdom ranks these profiles based on Affinity (See Fan Interests Affinity). For example – as shown in Figure 10, consumers of Coca-Cola are 4.0 times more likely to be “Brand Conscious” than the average Wisdom Network consumer.

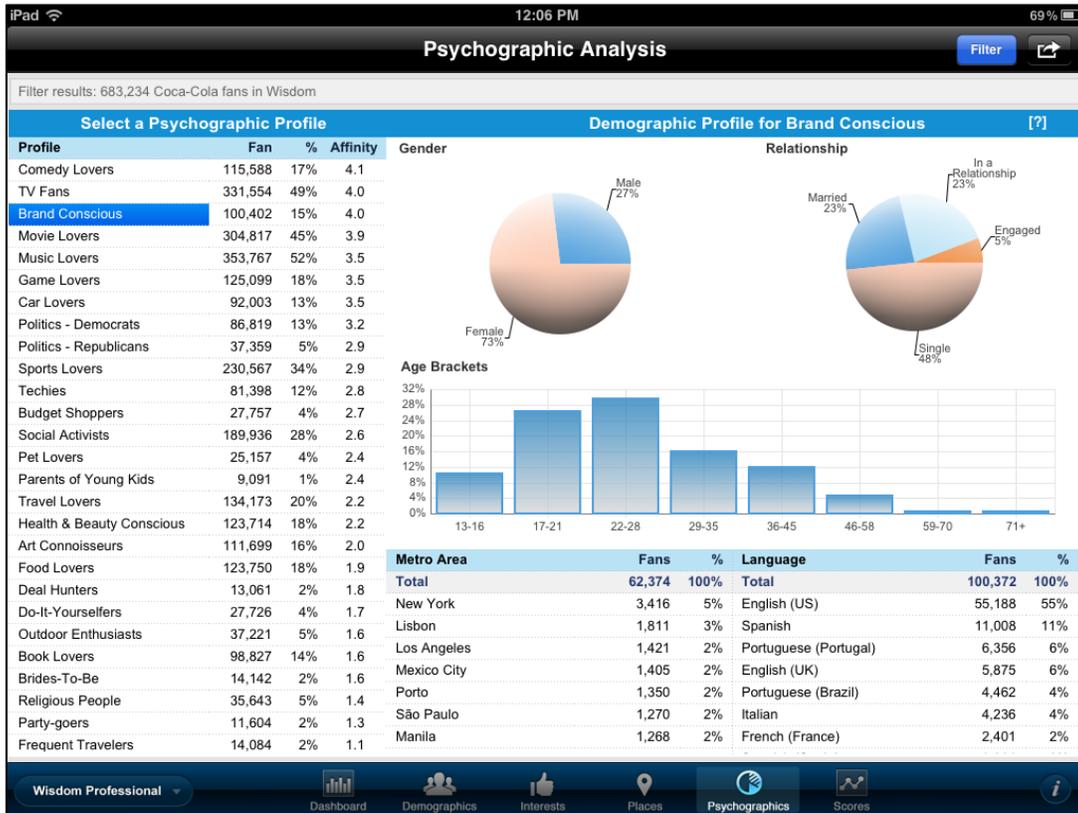


Figure 10: Psychographics Analysis

A consumer can belong to one or more psychographic profiles.

The logic to classify a person as part of a psychographic profile involves two steps:

1. Identify candidate 'members' based on a combination of page likes, check-ins and demographic characteristics.
2. Determine if the candidate 'members' meet the minimum threshold to be part of that profile. In some cases, this is an absolute number, e.g. being a fan of 3 or more sports pages; whereas in others, the minimum threshold is calculated dynamically based on the distribution of page likes in the user population.

Candidate members for each psychographic profile are determined by a combination of one or more of the following rules:

- Being a fan of a specific set of pages. For instance, a person is considered potential candidate to be part of the “Do-It-Yourself” group if they like “Home Depot”, “Lowes” and other home improvement brands.
- Being a fan of a set of pages whose name contains one or more keywords. For instance, someone may be considered a candidate “Parent of Young Kids” if they are fans of pages that contain the word “baby” or “toddler” in its name or description.
- Being a fan of pages within a certain category. For instance, some can be considered a “Sports Lover” candidate if he/she likes a page within the sports category.
- Have checked-in into certain place types. For instance, someone that has checked in to a Fitness Center would be considered a “Health & Beauty Conscious” candidate.
- Meet certain demographic conditions. For instance, for someone to be considered a “Bride-to-be”, they need to be female and be single, in a relationship or engaged. This is obviously in addition to meeting the appropriate page likes conditions (e.g. being a fan of a page containing the words ‘bride’ or ‘bridal’ in its name).

A consumer may not be classified to a Psychographic Profile, if he/she does not meet the above criterion or has not liked a Facebook Page, or has not checked into a location on Facebook. The description of each psychographic profile is shown in [Appendix 3 “Psychographic Profiles”](#).

f. Scores Analysis

The Scores view enables businesses to discover the most popular, influential, and affluent consumers based on the respective ratings Wisdom Professional assigns to them. Figure 11 illustrates Scores.



Figure 11: Scores Analysis

Scores Metrics

Influence

“Influence” measures the frequency with which other people respond to posts by a given consumer, and hence depends on both the number of likes and comments on the post. The score rewards people who garner the largest number of replies per post, while giving extra weight to those who post frequently. A score of 99 indicates highly influential, while a score of 0 indicates the least influential.

Affluence

The Wealth Indicator is calculated using combination of Facebook location, education, job, page likes and external public information. The income values are ordered and ranked within the full population. The score is adjusted to range from 99 for the top incomes, to 0 for the bottom incomes.

Popularity

“Popularity” measures the frequency with which other people post on a given consumer’s Facebook wall. The score is maximized when the posts are spread equally among the largest number of people. Posts include regular messages, invitations, and messages from other people. The final scores range between 0 and 99, with 99 as the most popular score and 0 being the least.

g. Comparative Analysis

Wisdom facilitates comparisons of different consumer segments to one another – such as compare fans of a brand to those of its competitors. Compare different consumer groups to find similarities and differences in their demographics and interests.

Page Comparison

Compare up to 5 pages to learn about the demographic makeup of fans of corresponding pages. Understand the differences in Income, Age, Affluence and other demographics. Find out and compare the interests of fans or choose from several potential partners. See Figure 12 for illustration.

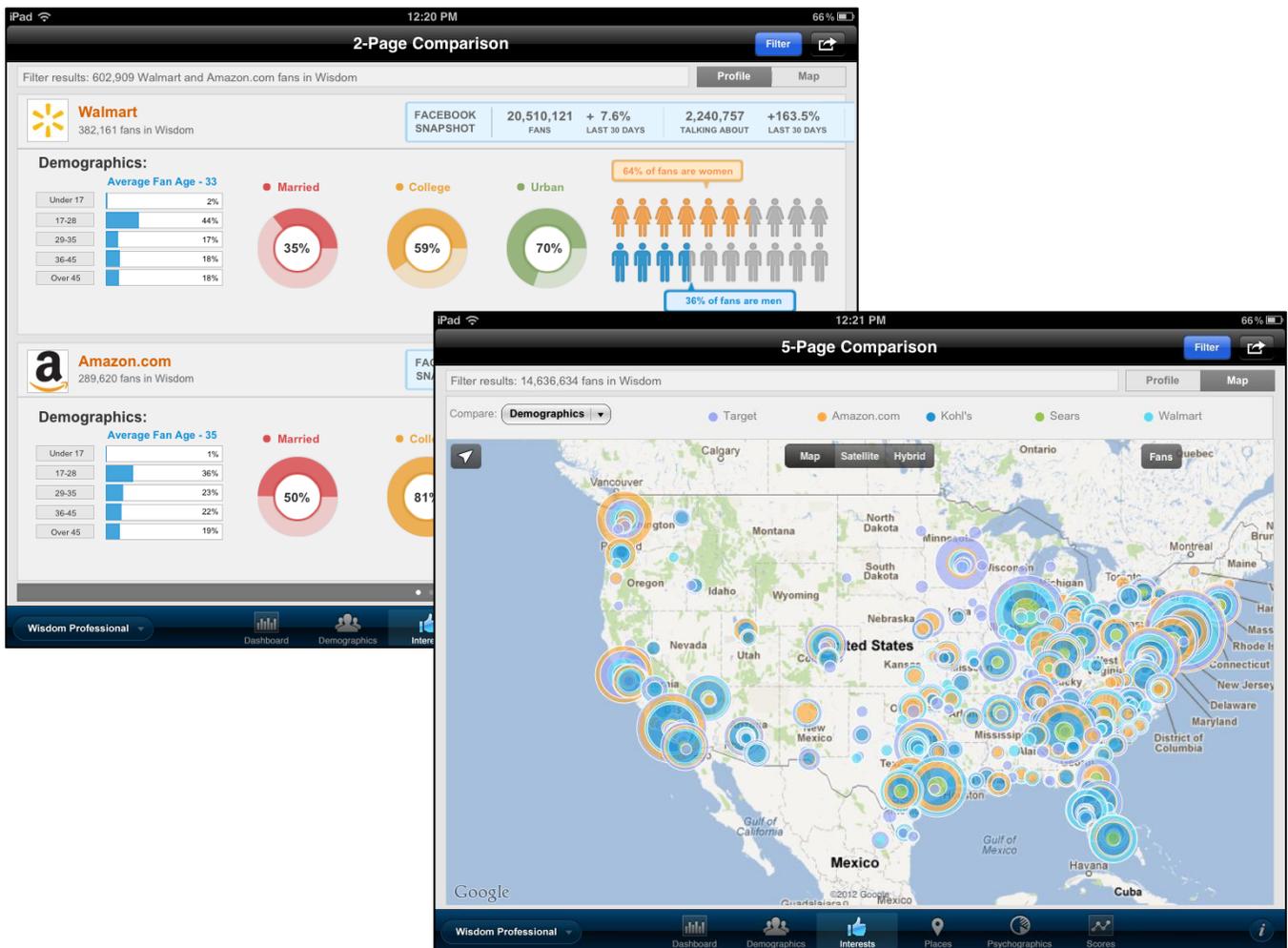


Figure 12: Page Comparison Analysis

Psychographic Comparison

Compare Psychographic Profiles and dwell into demographic similarities or differences. What percentage of Budget Shoppers are Married? What is the average age of Brand Conscious people when compared with Budget Shoppers? Analyze the interests and preferences of consumers that make the psychographic profiles, across [Page Groups](#). See Fig 13.

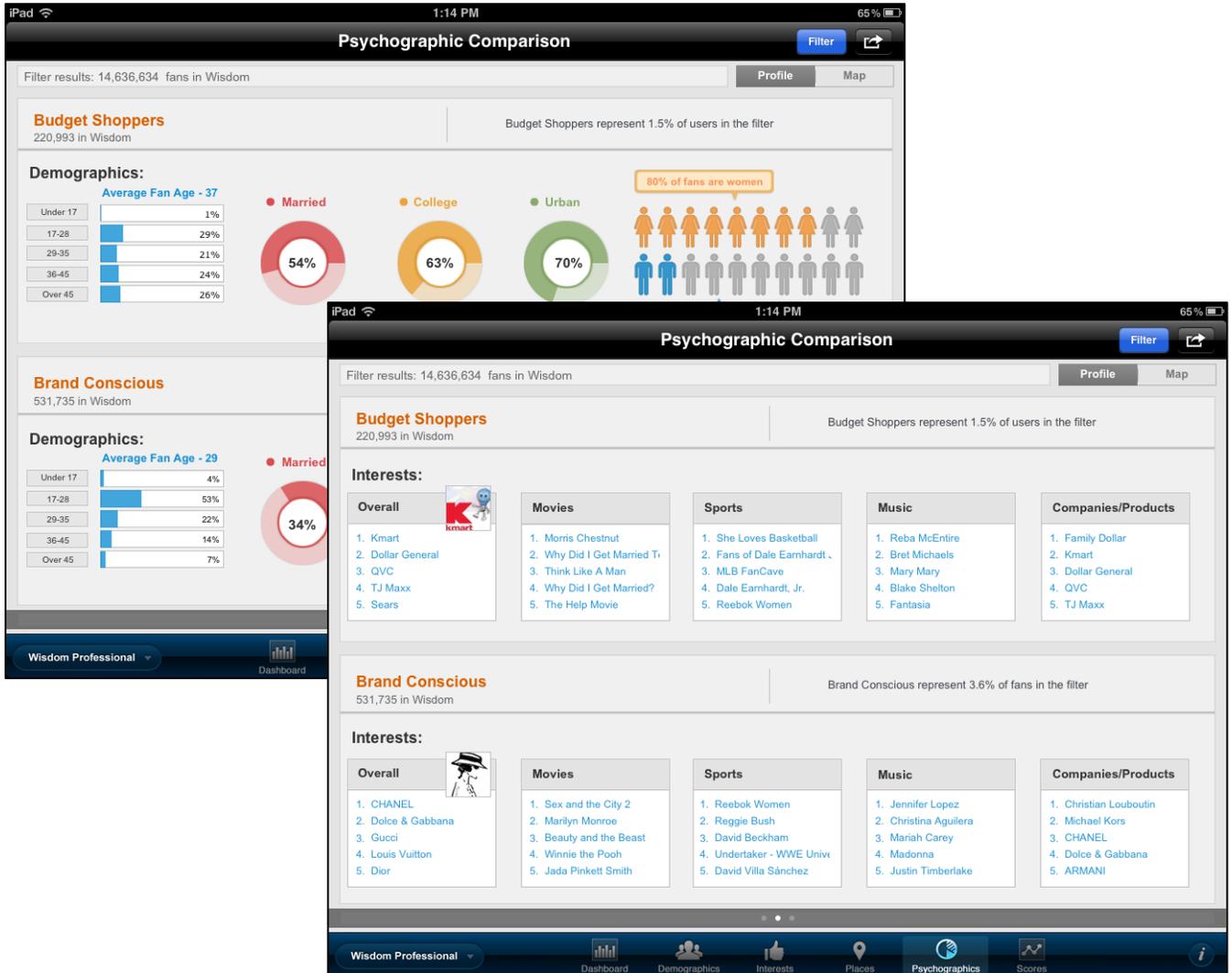


Figure 13: Psychographic Comparison Analysis

Interactivity Features

a. Segmentation

Wisdom allows businesses to create segments of fans by selecting any combination attributes like demographics, psychographics, page and scores. All these attributes are exposed through the interface in order to facilitate segmentation actions. See Figure 14.

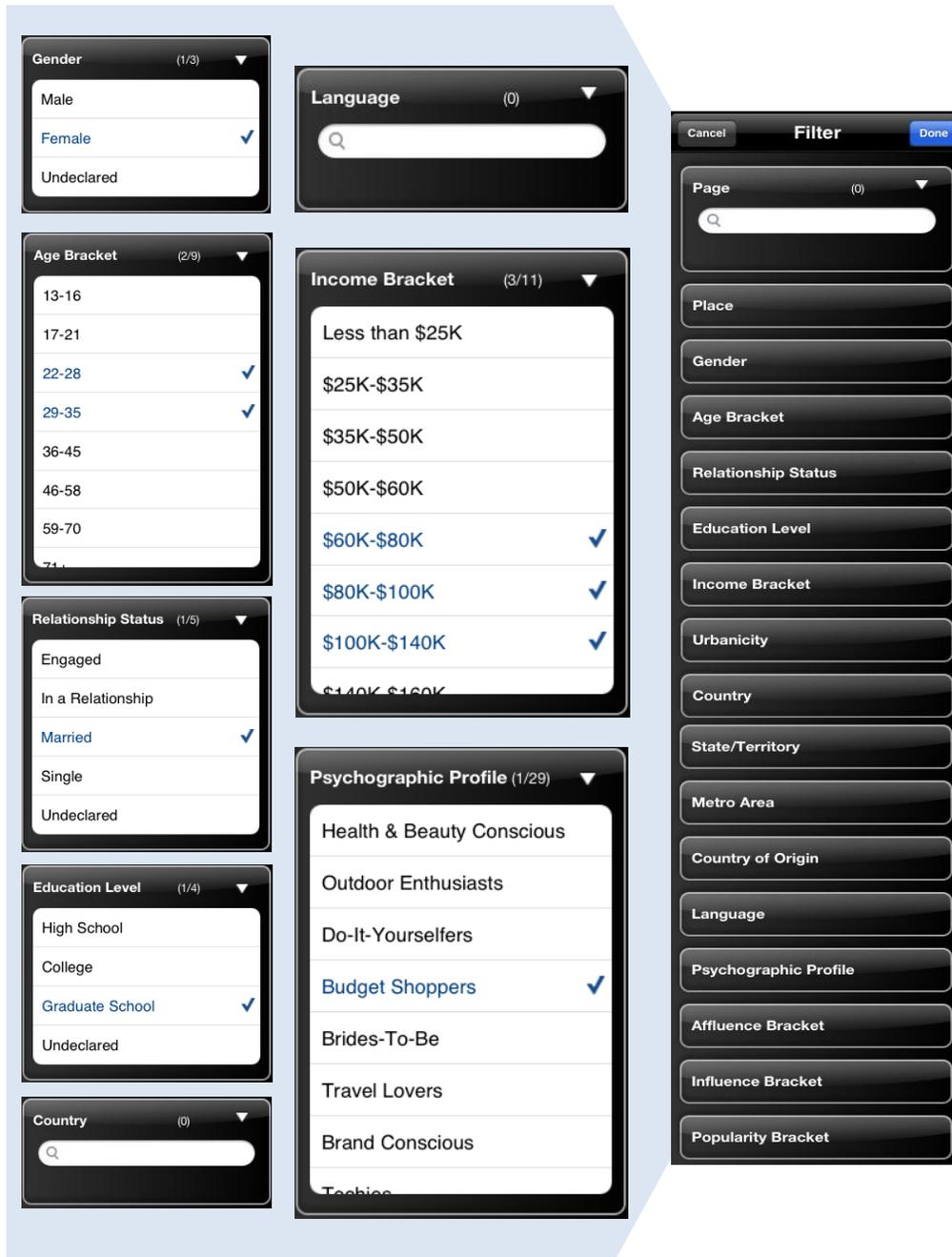


Figure 14: Segmentation Capability

b. Visualizations

Utilize Wisdom’s advanced visualizations for spotting high level trends at-a-glance.

Maps

Wisdom facilitates businesses to identify the location of a particular group. The size of the bubbles represents the population of the city.

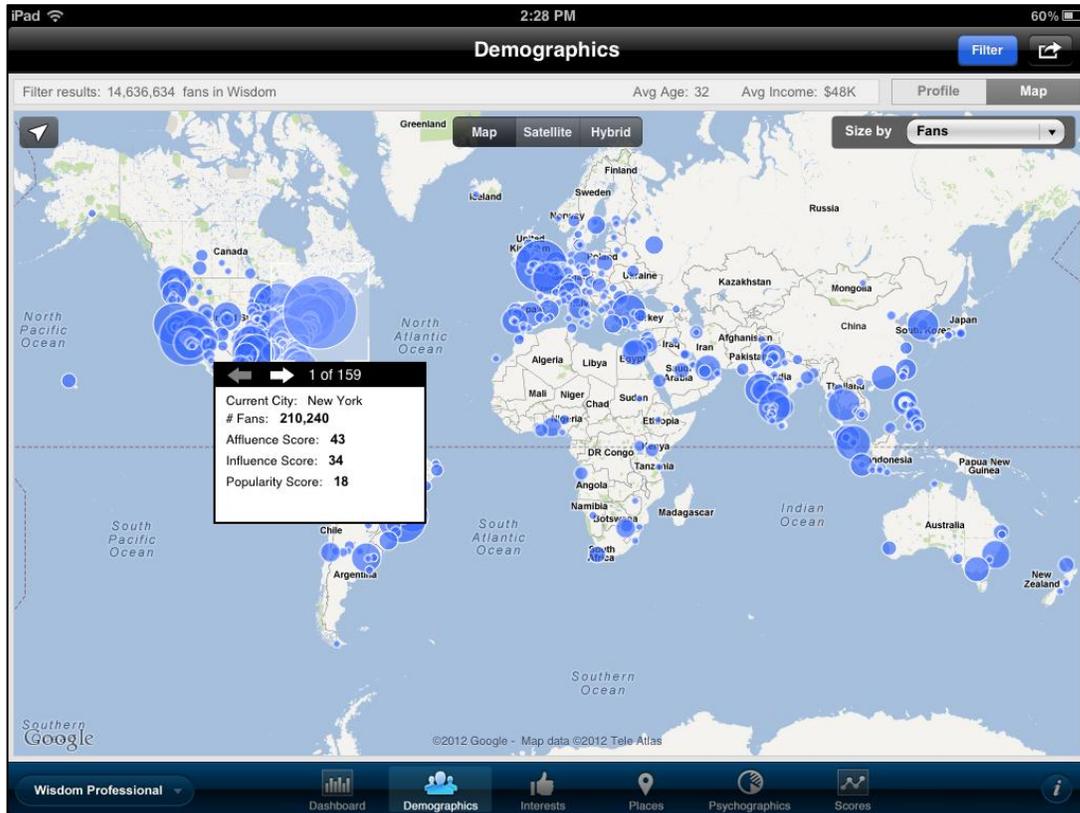


Figure 15: Map View

Heat Map

Heat Maps quickly illustrate the most popular places that consumers like to visit. Interactivity features allow end users to focus in on particular areas of the Heat Map.

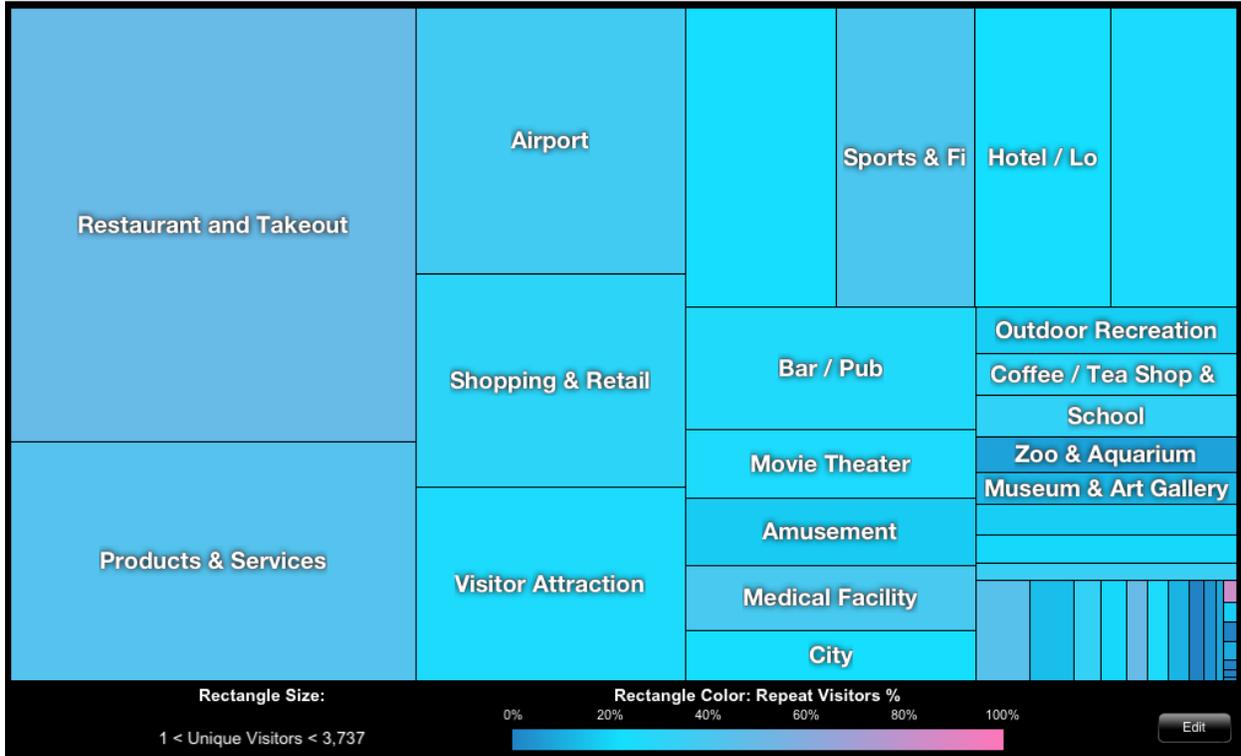


Figure 16: Heat Map Visualization

Histograms and Scatter Plots

Histograms highlight the trends in consumer affluence, influence and popularity within a particular group. Scatter Plots depict correlations between these variables and allow end users to spot specific consumer behavior.



Figure 17: Histogram and Scatter Plot Visualization

c. Reporting

Page Details Info Window

The info window pops up on tap of the Facebook Page or the Place. The info window provides a snapshot of the trends related to the page or the place.

For example, as shown in Figure 18, in the top half of the info window, you can see a comparison of trends on Facebook versus the trends in the Wisdom Network. In the bottom half, you can see a summary of fan growth related trends for the past 7 days, 30 days, 90 days and 1 year.

The info window also allows you to directly access the page on Facebook by tapping on the name of the page or the place.

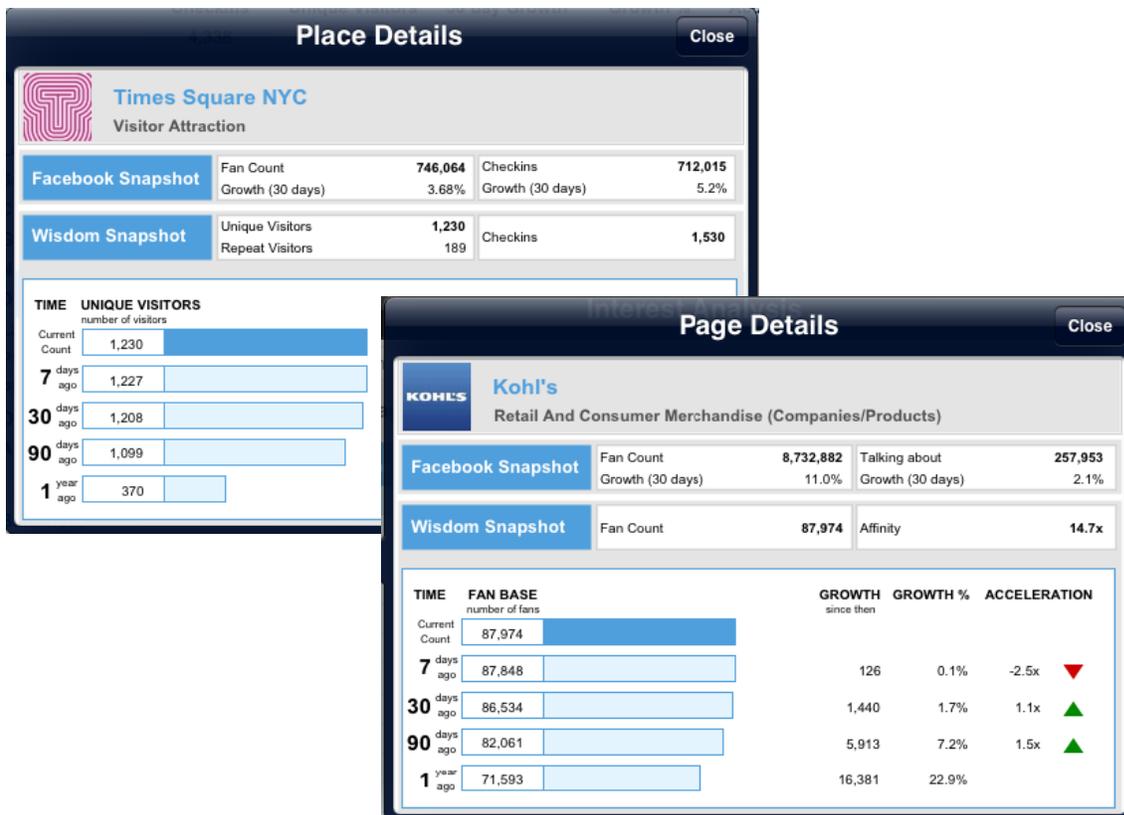


Figure 18: Page/Place Details Info Window

d. Capability

Export to PDF

Users can export the data from each area of analysis, to an Adobe PDF file. This can be performed by tapping on the app’s Action Button. See Figure 19.

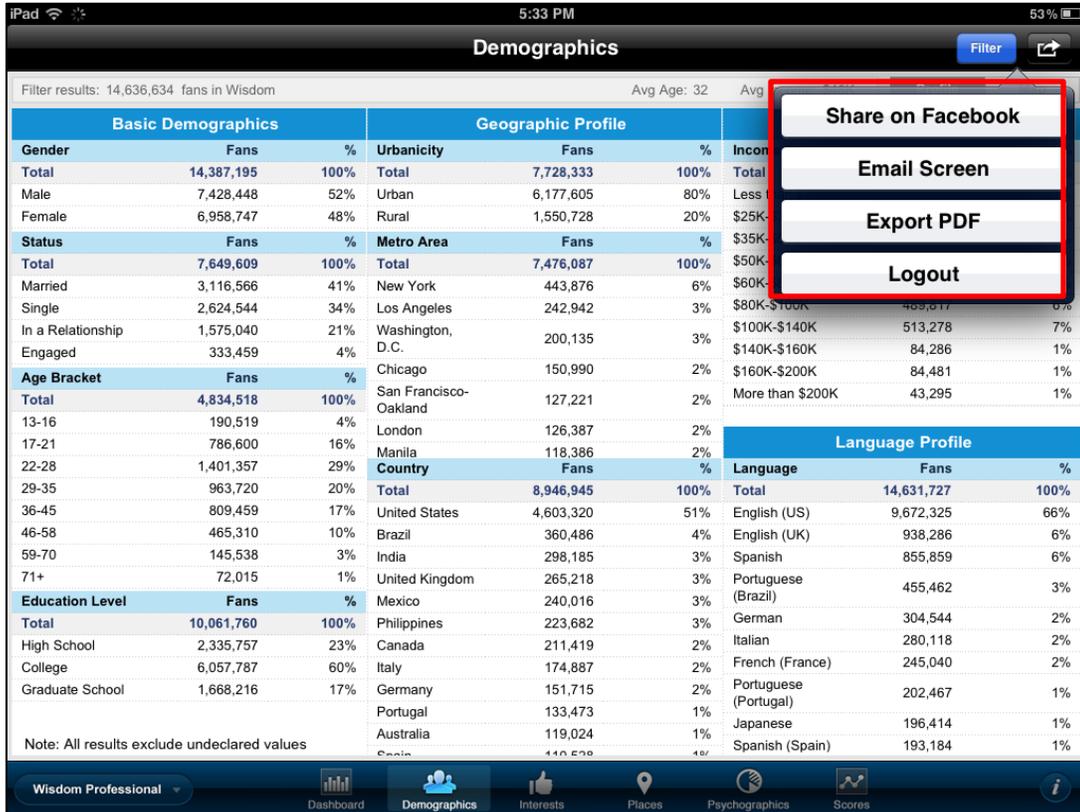


Figure 19: Export Options

E-mail

Business users can share application screenshots by sending an e-mail directly from the Wisdom application. As shown in Figure 19, the action button will present the user with the option to send an e-mail.

Share on Facebook

Business users can also share insights from Wisdom on their Facebook walls. As shown in Figure 19, the action button will present the user with the option to share on Facebook.

IV. Data Enrichment

This section provides an overview of Wisdom's various enrichment approaches and the enriched/derived data fields. Wisdom uses multiple external sources for more complete consumer profiles and better segmentation choices.

Enrichment Types

Cleansing & Backfilling

Wisdom enriches the geographical profile of consumers beyond what is contained within Facebook. On Facebook, people may enter their location in inconsistent ways; some mention their city but leave out their state or country, and many such discrepancies. Wisdom back fills such missing information by referencing a comprehensive geographic database. See Table 9 for a summary of enriched fields.

Classification

Another form of enrichment involves classifying information entered on Facebook to provide additional context for analysis. For instance, Wisdom classifies a person's specified current location as Urban or Rural or as part of a particular Metropolitan Area based on certain rules and reference databases. This facilitates marketers to target only urbanites or segment based on an entire metro area, not just a specific city. See Table 9 for a summary of enriched fields.

Estimation

Wisdom uses several external data sources and advanced predictive algorithms to estimate certain fields. For example, Wisdom uses user's location, age, and education level, etc. and

cross-references it with external sources like the census to produce an estimation of income. See Table 9 for a summary of enriched fields.

Enriched Fields Summary

The table below lists the ‘enriched’ Wisdom Professional fields and calculations.

Field	Type
Current Location State/Territory	Backfilling
Current Location Country	Backfilling
Current Location Metro Area	Classification
Current Location Urbanicity	Classification
State/Territory of Origin	Backfilling
Country of Origin	Backfilling
Education Level	Classification
Estimated Income	Estimation
Affluence Score	Estimation
Influence Score	Estimation
Popularity Score	Estimation
Psychographic Profile	Estimation
Page Group	Classification
Place Category	Classification
Affinity	Estimation

Table 9: Enriched Fields

External Data Sources

The following external data sources are used in the Wisdom Enrichment processes.

- [Geodatasource](#) – World-wide geographic reference data
- [Demographia](#) – Urban areas reference data
- Google Geocoding API – Location coordinates reference data
- [US Census \(http://www.census.gov/\)](http://www.census.gov/) – U.S. Metropolitan Statistical Area definitions and income prediction data inputs
- [EuroStat](#) – European income prediction data inputs
- [World Bank](#) – World-wide income prediction data inputs
- [Official Statistics of Japan](#) – National Survey of Family Income and Expenditure

V. Learn More about MicroStrategy Wisdom

To learn more about Wisdom Professional visit [the website](#).

Appendix 1 “Page Classification”

The following tables show Wisdom’s Page Groups with its corresponding Page Categories.

Books
Author
Book
Publisher
Book Genre
Book Store
Sports
Athlete
Professional Sports Team
Sports League
Sports/Recreation/Activities
Recreation/Sports
Amateur Sports/Team
School Sports Team
Sports Venue
Sport

People
Comedian
Government Official
Politician
Producer
Public Figure
Business Person
Journalist
Writer
Teacher
Entertainer
News Personality
Dancer
Monarch
Chef
Doctor

Music
Musician/Band
Concert Venue
Record Label
Playlist
Radio Station
Album
Musical Instrument
Concert Tour
Song
Music
Music Chart
Music Video

Art
Artist
Museum/Art Gallery
Arts/Humanities

Television
TV Channel
TV Network
TV Show
TV
TV Genre

General Entertainment
Entertainment
Movies/Music
Personal Blog
Fictional Character

News/Media
Magazine
Media/News/Publishing
News/Media

Going out
Club
Restaurant/Cafe
Arts/Entertainment/Nightlife
Bar

Movies
Actor/Director
Movie
Movie Theater
Studio
Movie General
Movie Genre

Games/Apps
Application
Games/Toys
Games

Travel
Hotel
Travel/Leisure
Attractions/Things to do
Local/Travel
Tours/Sightseeing
Landmark
Airport
Transportation

Companies/Products
Appliances
Bags/Luggage
Brand/Company Type
Camera/Photo
Cars
Clothing
Community/Government
Company
Computers/Internet
Computers/Technology
Consulting/Business Services
Food/Beverages
Government Organization
Internet/Software
Jewelry/Watches
Local Business
Non-Profit Organization
Organization
Outdoor Gear/Sporting Goods
Product/Service
Retail And Consumer Merchandise
Small Business
Software
University
Website
Baby Goods/Kids Goods
Event Planning/Event Services
Health/Beauty
Health/Medical/Pharmaceuticals
Drink
Business Services
Mining/Materials
Political Party
Engineering/Construction
Food
Farming/Agriculture
Insurance Company
Utilities
Business

Companies/Products cont..
Professional Services
Telecommunication
Bank/Financial Institution
Home/Garden
Non-Governmental Organization (NGO)
Office Supplies
Political Organization
Shopping/Retail
Wine/Spirits
Health/Wellness
Spas/Beauty/Personal Care
Transport/Freight
Church/Religious Organization
Home Decor
Household Supplies
Pet Supplies
Community Organization
Business/Economy
Automobiles And Parts
Electronics
Pet Services
Food/Grocery
Computers
Legal/Law
Automotive
Hospital/Clinic
Commercial Equipment
Bank/Financial Services
Furniture
Product Type
Industrials
Kitchen/Cooking
Aerospace/Defense
Health/Medical/Pharmacy
Tools/Equipment
Patio/Garden
Vitamins/Supplements
Home Improvement
Building Materials

Other
Cause
Coach
Education
Library
Real Estate
Reference
School
Society/Culture
Public Places
Government
Personal Website
Teens/Kids
Regional
Interest
Community
City
Country
Field Of Study
Religion
Unknown
Animal
Animal Breed
Language
Article
Political Ideology
Work Position
Class Year
Concentration Or Major
Video
Science
Transit Stop
Degree
Topic
TV/Movie Award
Course
Lifestyle
Friends & Family
Just For Fun

Appendix 2 “Place Categories”

Place Category
Restaurant and Takeout
Products & Services
Airport
Sports & Fitness
Bar/Pub
Visitor Attraction
Shopping & Retail
Performance & Entertainment
Hotel/Lodging
Sports & Events Venue
School
Nightclub
Train & Bus Station
Medical Facility
Coffee/Tea Shop & Bakery
City
Movie Theater
Churches & Religious Places
Amusement
Outdoor Recreation
Community & Government Services
Workplace
Museum & Art Gallery
Education & Training
Beauty & Wellness
Zoo & Aquarium
Brewery & Winery

Place Category
Conference & Convention Center
Other
Automotive
Grocery Store
Library
Casino
Organization Other
Residence
Transportation Other
Military Facility
Pet & Animal Services
Club/Association
Adult Entertainment

Appendix 3 “Psychographic Profiles”

Psychographic Profile	Definition
Health & Beauty Conscious	Fans who frequently checked in at fitness-related centers over the last 6 months, or who've liked a significant number of pages related to health and beauty.
Outdoor Enthusiasts	Fans who've liked a significant number of pages related to outdoor recreational activities and gear.
Do-It-Yourselfers	Fans who've liked a significant number of pages related to home improvement, gardening, and tools.
Budget Shoppers	Fans who've liked a significant number of pages for discount retailers.
Brides-To-Be	Female fans aged 17-58 who are engaged or single, and who've liked a significant number of wedding and bridal pages.
Travel Lovers	Fans who've liked a significant number of pages related to travel, hotels, resorts, airlines, and airports.
Frequent Travelers	Fans who, in the last 6 months, frequently checked in at airports, hotels, or other travel-related places more than 100 miles away from their stated home location.
Brand Conscious	Fans who've like a significant number of pages for luxury brands.
Techies	Fans who've liked a significant number of pages related to technology, software, computers, and the internet.
Pet Lovers	Fans who've liked a significant number of pages related to animals, pet supplies, and pet services.
Car Lovers	Fans who've liked a significant number of pages related to automotive vehicles.
Party-goers	Fans aged 18 to 45 who, over the last 6 months, have frequently checked in at bars, nightclubs, or adult entertainment venues.
Book Lovers	Fans who've liked a significant number of pages related to books, authors, publishers, booksellers, and libraries.
Art Connoisseurs	Fans who frequently checked in at art museums or galleries over the last 6 months, or who've liked a significant number of pages related to museums, galleries, and the arts.
Parents of Young Kids	Fans aged 17 to 50, who are married or in a relationship, and who've liked a significant number of pages related to babies, toddlers, and parenting.
Environmentally Aware	Fans who've liked a significant number of pages related to the environment, conservation, sustainability, and wildlife.
Comedy Lovers	Fans who frequently checked in at comedy clubs in the last 6 months, or who've liked a significant number of pages related to comedy, comedians, and humor.
Music Lovers	Fans who frequently checked in at concerts, music venues, or music stores over the last 6 months, or who've liked a significant number

	of pages related to music, musicians, and bands.
Game Lovers	Fans who've liked a significant number of pages related to games and toys.
Movie Lovers	Fans who frequently checked in at movie theaters over the last 6 months, or who've liked a significant number of pages related to movies, actors and actresses, directors, and movie theaters.
Food Lovers	Fans who frequently checked in at restaurants over the last 6 months, or who've liked a significant number of pages related to food, restaurants, and cafes.
Social Activists	Fans who've liked a significant number of pages related to causes, non-profits, and non-governmental organizations.
Deal Hunters	Fans who've liked a significant number of pages related to bargains, coupons, deals, and discounts.
Sports Lovers	Fans who frequently checked in at sporting venues over the last 6 months, or who've liked a significant number of pages related to sports, athletes, and sports teams.
TV Fans	Fans who've liked a significant number of pages related to TV shows, networks, and channels.
Politics - Democrats	Fans who've liked a significant number of pages related to politically or socially liberal ideologies.
Politics - Republicans	Fans who've liked a significant number of pages related to politically or socially conservative ideologies.
Religious People	Fans who frequently checked in at churches, synagogues, or other places of worship over the last 6 months, or who've liked a significant number of pages related to religion and religious organizations.
Unassigned	People who don't belong to any Psychographic Profile.