

A blurred city skyline at dusk, with lights reflecting on the water in the foreground. The sky is a mix of light blue and orange, suggesting sunset or sunrise. The city lights are out of focus, creating a bokeh effect. The water in the foreground is also blurred, showing gentle ripples.

gloo

FIELD GUIDE

WINTER 2018



W E L C O M E

Welcome to Gloo.

You're now part of the world's first data platform built to help improve the lives of individuals, the health of families, and the vitality of communities.

You can use Insights to tailor your message, attract more people, and build trusting relationships.

This Field Guide is designed to help you understand the enormous potential available at your fingertips through Gloo Insights. We'll walk step-by-step through who we are, what data you'll have access to, and how we can partner together to help people become all they were born to be.



**Together we can gain an
unprecedented look into your
community and audience**



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OUR COMMITMENT



At Gloo, we're passionate about partnering with the people and organizations who make it their mission to help others. mission-focused company, and our team is dedicated to working for the common good.

Our commitment to industry-leading ethics, security, and governance around data is central to our mission.

We serve as a trusted industry partner.

It is our mission to help organizations scale and support their purpose with powerful technologies.

We enable simple and actionable insights.

Gloo Insights partners with you—focusing on the data and insights that surface answers to the questions you care about most.

We uphold uncompromising ethical principles around data sourcing and utilization.

We source our data from top-tier data providers with long-standing reputations in the data management industry.

We practice transparency.

We do not believe in black boxes. We believe that data practices, architectures, and methodologies should be open and easy to understand.

We architect our data platform and infrastructure in accordance with security and privacy best practices.

Gloo Insights offers advanced access controls at every level—all the way down to each individual data point.

We are your partner as you help people become all they were born to be.

We partner with mission-focused organizations to educate and collaborate on the issues, guidelines, and laws surrounding the use of data

ABOUT OUR DATA



Gloo combines thousands of data attributes on 265 million people in the US so you can understand each person in your market. All that data is heavily protected according to industry-leading privacy and security best practices.

SOURCES

Gloo's base file is sourced from some of the leading US data providers. This includes Wunderman, Kantar, and Ethnic Technologies. Wunderman Data has some of the industry's most precise person-level data that is sourced, stored, and used in ethical and secure ways.

We also source additional attitudinal dimensions from Kantar, a leading and trusted global consumer market research partner.

DATA LEVELS

Gloo manages data on individuals and households. We tie each profile to a latitude/longitude, which allows any attribute to be displayed on a map or explored in a report at the click of a button. This enables you to discover geographic trends and make decisions around location selection, mobilization of resources, and more.

Individual-level data is compiled data on unique individuals.

Household-level data is compiled data on everyone within a household—each attribute is true for at least one member of the household, though it may be true for more than one member.

Unlike aggregated data—which only gives information about states, cities and zip codes—this data can help you get right to the heart of your community and audience.

COMPILED DATA

Each day people make decisions that leave digital breadcrumbs. On a Saturday morning a young man goes out for a coffee, shops at a luxury clothing store, and stops by the liquor store to buy wine for a party. Before he gets to the party, he hops on his phone to order a pair of shoes and follow a new music artist on Twitter. Each of these activities leaves a purchase trail, or publicly available social connection.

Data compilers, like Wunderman and many others, form partnerships with retailers, banks, and tech companies to compile data. In one sense, this happens at the person-level—each of this young man’s transactions are linked to him as an individual. Yet, in another sense, it is essentially anonymous—the petabytes of data collected every day makes identifying an individual by name very difficult to do.

Compiled data is then categorized. How often does this individual purchase wine or liquor? Once a month? Four times a week? The individual transactions are bucketed together to deliver an individual purchase category. This data is combined with other data from online, offline, surveys, and publicly available sources, and then delivered into a single person record as part of the larger, national file.

Data compilers work hard to properly link the identity of an individual across each of these channels, clean and normalize data, and deliver an accurate, actionable file. Gloop Insights’ quality data provides all you need to target prospects, develop insight into your customers or prospects, and drive effective marketing programs.

MODELED DATA

Data models represent propensities, or likelihoods, that a particular attribute might be true for a person. Gloop’s data models are built in-house and go through a rigorous design, build, test, and improvement process.

Data models are created in five steps:

- 1 Acquire a statistically significant list of individuals.
- 2 Model individuals using proven machine learning and statistical models in order to understand what additional attributes the members of the cohort have in common.
- 3 Evaluate and redefine models through a battery of tests and subject matter experts.
- 4 Project models across the 265 million individuals inside Gloop Insights to find other individuals who demonstrate the final set of attributes.
- 5 Validate for accuracy, precision, and consistency with diagnostics including residual plots, error rates, and published benchmarks.

Results inside the Gloop Insights platform represents the most likely, or highest percentile, of individuals who represent this attribute.

As an example of how that works in the real world; let's look at a number of Gloop's customers who desired to strengthen the health and vitality of marriages, here's how Gloop Insights developed a model to support them in their work:

- 1** Gloop acquired a list of 30,000 recently divorced couples from a data provider who aggregates public records.
- 2** Through machine learning and statistical models, we learned these couples had many things in common, including: financial stress (low savings, high credit activity, and the use of short term loans), recent luxury travel activity, and a low likelihood to proactively manage their health (actively pursue health and wellness, track exercise, calories, and weight).
- 3** A team of data scientists, analysts and subject matter experts evaluated the model.
- 4** When projected across the US National File, this model identified over 33 million individuals whose marriages look similar to those individuals who got divorced. These individuals were tagged with a likelihood to have a "marriage in need."
- 5** The number of individuals in this category is consistent with reporting from the American Community Survey, the Bureau of Labor and Statistics, and Pew Research.

We also collect data as the models inside the Gloop Insights Platform are used in the real world. This data helps us understand when a person is properly targeted and which specific individuals respond positively to each model's predictions.

We then use machine learning to validate, refine, and increase the precision of our models—so every use of Gloop Insights results in an improved experience.



DATA TYPES



Each person engages in multiple data generating touch points throughout the day. The more touch points Gloo obtains, the richer its insights. Those facets can be categorized as demographics, location, interests, values, attitudes, and beliefs.

YOUR 1ST PARTY DATA

CHANGE FREQUENCY: HIGH ●●●

TRANSACTIONS AND EVENTS

CHANGE FREQUENCY: MEDIUM ●●●

INTERESTS, VALUES ATTITUDES, BELIEFS

CHANGE FREQUENCY: MEDIUM ●●●

ASSESSMENT DATA

CHANGE FREQUENCY: MEDIUM ●●●

SOCIAL DATA

CHANGE FREQUENCY: HIGH ●●●

CUSTOM SCORES

CHANGE FREQUENCY: MEDIUM ●●●

DEMOGRAPHICS

CHANGE FREQUENCY: LOW ●●●

DWELLING

CHANGE FREQUENCY: MEDIUM ●●●



EXAMPLES

● YOUR 1ST PARTY DATA

CHANGE FREQUENCY: HIGH ●●●

- Customer/attender list
- Donor records
- Disengaged individuals
- Marketing lists

● TRANSACTIONS AND EVENTS

CHANGE FREQUENCY: MEDIUM ●●○

- Purchased office supplies
- Booked travel
- Attended an event
- Donated to a religious cause

● INTERESTS, VALUES, ATTITUDES, BELIEFS

CHANGE FREQUENCY: MEDIUM ●●○

- Financial security
- Religious devotion
- Fitness level
- Interest in gardening

● ASSESSMENT DATA

CHANGE FREQUENCY: MEDIUM ●●○

- Gloo's Big Three assessments
- Reveal Church Survey
- Christian Life Profile
- Leading from Your Strengths

● SOCIAL DATA

CHANGE FREQUENCY: HIGH ●●●

- Following categories
- Follower lists
- Hashtag utilization

● CUSTOM SCORES

CHANGE FREQUENCY: MEDIUM ●●○

- Potential volunteers
- Likely to leave or disengage
- Potential leaders for specific programs

● DEMOGRAPHICS

CHANGE FREQUENCY: LOW ●○○

- Marital status
- Age
- Religion
- Ethnicity
- Education level
- Number of children
- Income level
- Registered voter

● DWELLING

CHANGE FREQUENCY: MEDIUM ●●○

- Region of the country
- Latitude and longitude
- Urban or rural
- Warm or cold climate
- Single or multi-family dwelling
- Age of the property
- Assessed value of the property

The data in Gloo Insights is refreshed every 60 days. That includes updates such as address changes, updates to the individuals (individuals are added as they turn 18 and removed as they pass away), and updates to the compiled data which represent online and offline activities.

ACCURACY

The heart of Gloo's data is delivered by Wunderman, an original source compiler, who has been delivering actionable data for over 30 years. The base file is unparalleled in its scope of coverage:

- Exact age for more than 265 million individuals
- 250 million consumers by ethnicity, language spoken and religion
- 120 million mature consumers
- 40 million families with children
- 90 million charitable donors
- Largest source of consumer interests and lifestyles
- All records are delivery point verified (DPV®) insuring the address is accurate and can be delivered to

This data has helped some of the world's best-known brands evolve along the data-driven marketing continuum for improved marketing performance, mutually valuable customer relationships and stronger competitive advantage. Now, with Gloo Insights, data is doing even more—helping organizations like yours better know their customers and communities, connect with likeminded people and potential recipients of services, and mobilize your mission.



**The breadth of data enables the models
to pick-up new predictive signals**



DATA DICTIONARY



Every person has multiple facets that can be captured as data. The more facets Gloo obtains, the richer its insights. Those facets can be categorized as demographics, location, interests, values, attitudes, and beliefs.

- Individual-Level Data
- Household-Level Data
- g Gloo-Modeled Data

DEMOGRAPHICS

○ Ethnicity

- African American
- Asian
- Caucasian
- Hispanic
- Jewish
- Middle Eastern
- Greek
- Scandinavian
- Native American

○ Gender

- Male
- Female

○ Generation

- Gen Z
- Millennials
- Gen X
- Boomers
- Silent

○ Length of Residence

- <1 Year
- 1 - 2 Years
- 3 - 5 Years
- 6 - 10 Years
- 11 - 14 Years
- 15+ Years

● US Military

- Veteran in Household

○ Language

- English
- Spanish
- German
- French
- Italian
- Portuguese
- Polish
- Russian
- Indian
- Mandarin
- Korean
- Japanese
- Vietnamese
- Arabic
- Farsi
- Urdu

ADDICTION AND BEHAVIORAL HEALTH

- Individual-Level Data
- Household-Level Data
- g Gloop-Modeled Data

● Mental Health

- Anxiety
- Depression
- Bipolar
- ADHD

● Propensity for Addiction

- Alcohol Dependence
- Chronic Pain
- Opioid Dependence

MARRIAGE AND FAMILY

● Children Present

- Birth - 2 Years
- 3 - 5 Years
- 6 - 10 Years
- 11 - 15 Years
- 16 - 18 Years

● Relationship Status

- Single
- Married
- Single Parent

● Family Size

- 1 Child
- 2 - 3 Children
- 4+ Children

g ○ Family Dynamics

- Likely to have a Marriage in Need
- Likely to have a Growing Family
- Cohabitation

SPIRITUALITY AND PHILANTHROPY

○ Altruism Index

- High
- Moderately High
- Moderately Low
- Low

● Donor in Household

- Donor Present

● Devotional Reading

- Reads Bible or Devotional

g ● Spiritual Posture

- Committed to Faith
- Exploring Faith
- Spiritual but not Religious
- Unresponsive

○ Religion

- Buddhist
- Catholic
- Ethiopian Orthodox
- Hindu
- Muslim
- Jewish
- Lutheran
- Mormon
- Eastern Orthodox
- Protestant

g ● Spiritual Style

- Relator
- Seeker
- Server
- Studier
- Traditionalist

● Philanthropy by Category

- Animal
- Arts
- Children
- Conservative
- Environment
- Health
- Humanitarian
- Liberal
- Religious
- Veterans

g ○ Potential Leaders

- Leader traits

PERSONAL FINANCE

- Individual-Level Data
- Household-Level Data
- g Gloo-Modeled Data

● ○ Medical Insurance

- • Likely Uninsured
- • Likely Qualifies for Medicaid
- • Likely Insured

● Estimated Household Income

- Less than \$30,000
- \$30,000 - \$49,000
- \$50,000 - \$74,999
- \$75,000 - \$124,999
- \$125,000 - \$249,999
- \$250,000 - \$499,999
- \$500,000+

● Dual Income Index

- High
- Low

● Estimated Discretionary Income %

- 0 - 100%

● Estimated Net Worth

- \$0 or Less
- \$1 - 49,999
- \$50,000 - 99,999
- \$100,000 - 49,999
- \$500,000 - 999,999
- \$1,000,000+

○ Bankruptcy

- Household Filed for Bankruptcy

● Household Debt

- \$0
- \$1 - 1,499
- \$1,500 - 7,499
- \$7,500 - 14,999
- \$15,000 - 24,999
- \$25,000 - 74,999
- \$75,000+

MOTIVEMIX

MotiveMix shows the why behind the who to get a deeper look at what matters in people's lives. Specifically, this score shows high or low values around key motivations.

MotiveMix segments can help you optimize your messaging, targeting, and overall marketing strategy.

- Appearance Aspirations
- Continuous Learning
- Cultural Connection
- Cultural Exploration
- Environmental Consciousness
- Family Orientation
- Financial Optimism
- Health Commitment
- Natural Preferences
- Novelty Aspirations
- Religious Identity
- Social Influencer
- Tech Adopter

DATA SCIENCE SERVICES



Accessing data in Gloop is just the beginning. Knowing how to accomplish your mission is *your* expertise—knowing how to glean value from vast and disparate data is the expertise of Gloop's data science team.

Together we can take your data, goals, and ideas and transform them to actionable analytics and insights. We use Apache's Hadoop system to organize the continual intake of data, both structured and unstructured. This is important because the data we analyze is not only vast, it's varied too. We can combine your unique data with trillions of data points in order to better understand your people, identify opportunities in the community, and deploy data to help accomplish your mission.

Led by a data scientist who pioneered cooperative databases in the consumer market, we are deeply invested in sourcing the best data available, stitching it into our existing dataset, developing precise models, and improving each model after it deploys in the real world. Gloop's data scientists have deep experience in meshing large sets of disparate data together to optimize its predictive power.



We can combine your unique data with trillions of data points in order to better understand your people, identify opportunities in the community, and deploy data to help accomplish your mission.



SERVICES

In addition to knowing how to bring the best data available together, Gloop's data scientist can easily explore a myriad of modeling methods—gradient boosting, support vector machines, random forests, neural nets, discriminant analysis, and more—to choose the best performing approach for your unique goals and data.

As much as Gloop's data scientists have a passion for data and technology, we really shine in knowing how to decipher the meaning of data and how to utilize it for both everyday operations and longer term strategies. Though we use industry-leading technologies, processes, and models, we're deploying them in an entirely new way. Instead of just serving another ad to sell another product, Gloop Insights is the first data platform ever built to help improve the lives of individuals, the health of families, and the vitality of communities.

Every organization and mission is unique and our Data Science team has deep experience in making data line-up with *your* mission.



**Contact us to learn more about how
you can move your mission forward
through data science services.**





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