

Campaign Analysis by Helix Personas

Roy Morgan Research and **Big Datr** have partnered to empower you with the ability to profile advertising campaigns by Helix Personas. Big Datr monitors advertising spots across main media including television, newspapers, magazines, out of home and digital. This spot data is then overlaid with the Helix Personas to accurately determine the targeting strategy for any given advertising campaign across the various media networks and publishers. Benchmark against competitors or categories and optimise your own targeting strategies to maximise sales ROI. Deep dive into targeting strategies by brand, product, category, industry and campaigns over a given date range.

Helix Personas is a unique and powerful consumer segmentation and data integration tool. It uses a combination of Roy Morgan's sophisticated geo-psychographic and behavioural data and 3rd party data sources to classify the Australian population into 7 Communities and 56 Personas.

Big Datr makes it easy for you to find, compare, and analyse competitor marketing activity. Analyse your competitors' marketing strategies and learn from their success and failures.

Together, we help you isolate the target markets that return the greatest sales ROI, enabling you to optimise media spend and benchmark competitor targeting strategies to learn from their success and failures.

Features

- The leader in market coverage and speed
- Search by brand, product, category, industry, campaigns and more
- View creative executions
- Filter brand and retail advertising campaigns
- Adjustable date range
- Daily updates
- Seamless integration with Helix Personas
- Web accessible 24x7, no software installation

Benefits

- Constantly optimise your advertising campaigns to increase effectiveness
- Reduce wastage and maximise sales ROI
- Understand product positioning of competitors to effectively target potential customers
- Daily reporting, continuously track active campaigns to ensure your targeting is on track before it's too late
- Monitor market activity and quickly react to changes in market conditions and competitor strategies.

How it Works

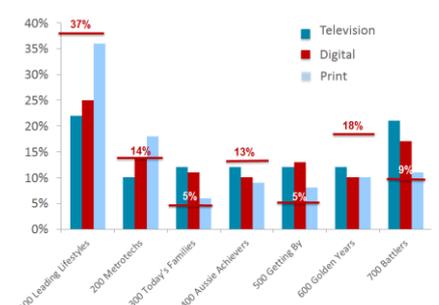
1) Select an advertising campaign, either your own or a competitors



2) View where the media is purchased for the selected advertising campaign



3) Compare the media purchased with the strategic target audience



For more information please contact:

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