

## Digital Targeting by Helix Personas

**Roy Morgan Research** and **Big Mobile** have partnered to offer Helix Personas in mobile ad media buying. The partnership will see Roy Morgan's revolutionary profiling tool Helix Personas available in Big Mobile's Profile+™ product to deliver enriched audiences across premium mobile advertising inventory.

**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.

The partnership enables Helix Personas to be activated in **Big Mobile's** Profile+™ audience product, so agencies and direct advertiser clients can better leverage their audience targeting within the mobile advertising ecosystem.

Big Mobile's Profile+™ offers both custom and pre-built audience solutions delivering instant and targeted audiences at scale. The data intelligence profiling solution combines robust 1st and 3rd party explicit and inferred data sets to further enrich and engage audiences. Through sophisticated algorithms and data science techniques combined with a range of targeting attributes, Profile+™ delivers enriched audiences with reduced wastage.

Big Mobile clients can now target and reach their ideal Helix Personas across Big Mobile's premium publisher network on mobile and tablet.

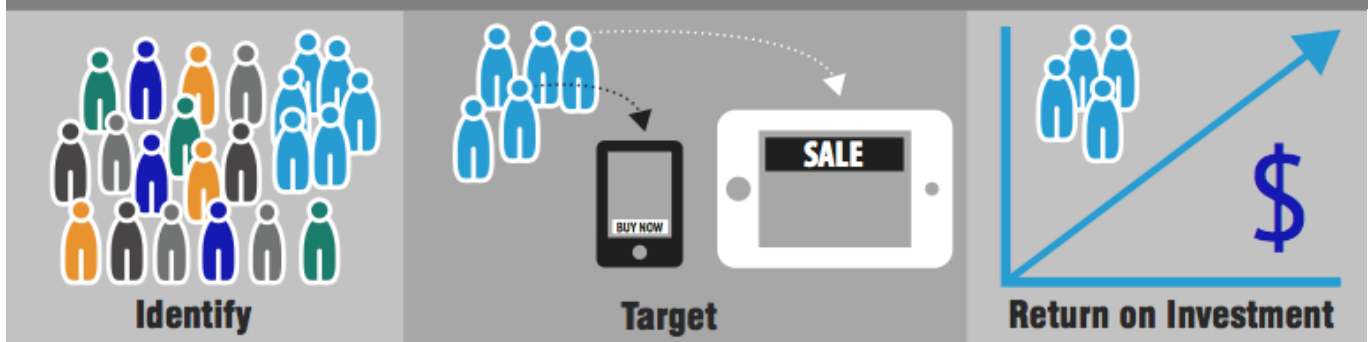
### Features

- Reach Helix Personas on Big Mobile's Premium Publisher Network
- 23 of Australia's leading publisher's available on the Big Mobile network
- Big Mobile is an award winning leader for mobile ad executions that engage the target audience

### Benefits

- **Plan** and **buy** media efficiently on your target audiences
- **Reach** your target audience with confidence
- **Engage** your target audience at scale through Big Mobile's network
- **Convert** your qualified audience with the right message on the right media

### How it Works



**For more information please contact:**

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