

Programmatic buying by Helix Personas

In an increasingly fragmented, data-driven media landscape, **Eyeota** and **Roy Morgan Research** have partnered to make Helix Personas available to the digital, programmatic trading marketplace.

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.

Eyeota is the leading international audience data marketplace with over 460 million uniques from local publishers across Asia-Pacific, Australia, and Europe.

The partnership enables Helix Personas to be distributed throughout Eyeota's data marketplace so that agency trading desks and direct advertiser clients can utilise Helix Personas for audience targeting within the programmatic trading ecosystem. Eyeota clients can now target the Helix Personas branded segments on the top 50 media buying platforms, and also available to all our major trading desk partners including Xaxis, Accuen, Amnet, Ikon, Vivaki, Cadreon, and Sparc.

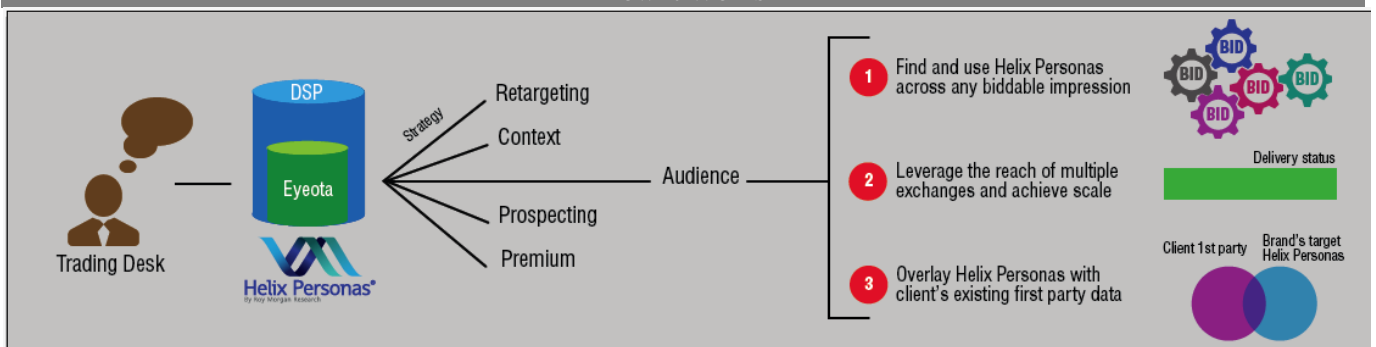
Features

- The world's largest provider of non-US audience data with over 460 million unique records from local publishers across Asia-Pacific, Australia, and Europe
- Available across the top 50 media buying platforms
- Geo-psychographic consumer segmentation of every Australian household. Updated quarterly to reflect changing consumer patterns.

Benefits

- Portability** – access the data through any DSP, via any exchange
- Flexibility**– the data is available for use on any impression, it's not bundled with content or premium masthead
- Cost efficiency** – pay on CPM for Helix impression delivered
- Scale** – leverage the reach of multiple exchanges and fully deliver campaigns

How it Works



For more information please contact:

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