



Helix Personas[®]
By Roy Morgan Research



Advanced Spatial Analytics meets Psychographics

Roy Morgan Research and **MapData Services** have partnered to help retailers and service providers take advantage of spatial data to assist with marketing, retail store optimisation, catchment and trade area analysis and local area marketing combining the powerful consumer insights provided by Helix and advanced geo-spatial analysis.

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.

MapData Services opens the door to best of breed mapping technologies and authoritative data sets, enabling information to be translated into business insights and commercial opportunities. We've played a key role in delivering some of the most enterprising uses of maps and data in Australia and New Zealand; and have worked with companies both big and small. To think geographically is second nature to us. We look at information differently, giving our clients a new perspective on their business data.

Solutions for Industries

- Consumer Business
- Energy & Resources
- Financial Services
- Health
- Manufacturing
- Property, Land & Environment
- Public Sector
- Transport & Logistics

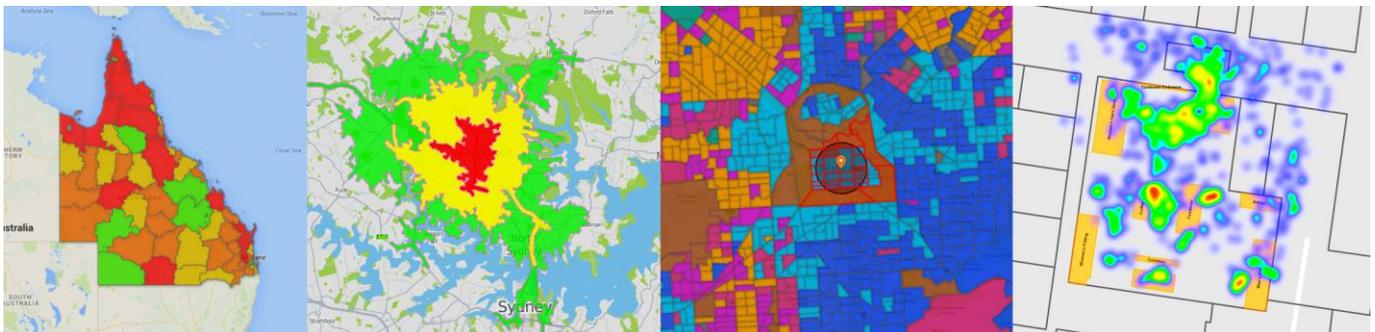
Products and Services

When it comes to digital mapping products or data solutions, there is no such thing as 'one size fits all'.

At MapData Services, we provide our clients with access to a wide range of service providers, suppliers and products – which enables us to deliver genuinely 'best of breed' solutions.

Our 'vendor-neutral' reputation affords us access to the strongest, most authoritative data sets and products in the country, with powerful flow-on benefits for our clients.

As a 'one-stop shop', we keep life simple for our clients while behind the scenes, we work hard to filter, sort and select the right combination of products and services to deliver optimal point solutions.



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