

Unaddressed Mail Delivery by Helix Personas

Roy Morgan Research and **Salmat** have partnered to transform the targeting of letterbox marketing. By matching Salmat's delivery areas (walker districts) with Roy Morgan's geo-psychographic segmentation tool, Helix Personas, advertisers can now more effectively reach the right consumers with the right message at the right time.

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.

Salmat uses over three decades of experience and expertise as market leader to provide you with letterbox media and catalogue solutions primed to get you closer to your customers where it counts. Which customers you interact with is up to you. We can reach up to 17 million Australians, so whether you want to get your message out to the masses or to as little as 200 homes, we can help you zero in on your target market.

Our catalogue solutions help your brand and products go further. We help you leverage the most effective and compelling methods of delivering marketing content to your intended audience. Targeted print strategies can be complemented with rich, dynamic content in digital catalogues, so you can engage shoppers at the exact moment they are looking to buy.

Helix and Salmat now offer advertisers the ability to target the letterbox by sophisticated consumer psychographics ensuring the message will resonate with the target market and the audience is reached efficiently.

Features

Accurate, dynamic, multi-channel consumer universe of:



14.5 million individuals



6.8 million households

Geo-psychographic consumer segmentation of every Australian household. Updated quarterly to reflect changing consumer patterns.

Benefits

- **Plan** and **buy** media efficiently on your target audiences
- **Reach** your target audience with confidence across multiple channels
- **Engage** your target audience at scale through direct mail, eDM and phone
- **Convert** your qualified audience with the right message on the right media

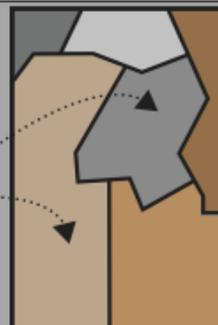
How it Works



Identify



Target



Return on Investment

For more information please contact:

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Roy Morgan
Research

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