

Digital Targeting by Helix Personas

Roy Morgan Research has partnered with **Mi9**'s new specialised data services venture **Tipstone** to transform online account data into life-sized consumer profiles for marketers.

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.

Integrating Helix Personas with its rich online data set will enable **Tipstone** to connect the dots between digital account activity and the real-world behaviours, attitudes and lifestyles of Australian consumers. Once aggregated and anonymised, the segmented data gives a newfound ability to identify, recognise and communicate with website visitors and app users.

Media buying agencies and brand owners can now segment their own customers by Helix Personas, identify target groups and development communications strategies, and then buy online media that will reach these people. It is an end-to-end solution that maximises clients' own data to connect with the Tipstone online audience.

Features

- Helix matched to 14.2 million active accounts
- Reach 71% of Australian online population
- 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
- **Engage** your target audience at scale through Mi9's network of premium websites
- **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:

Roy Morgan Research
www.helixpersonas.com.au
info@helixpersonas.com.au

Roy Morgan
— Research —

Tipstone
www.tipstone.com.au
info@tipstone.com.au