Helix Personas

Roy Morgan connects with leading data validation service

The perfect team

Roy Morgan and Sensis Data Solutions have joined together to bring customer databases to life. Specialists in data quality and enrichment, Sensis Data Solutions connect Australian businesses with their customers via valid and up-to-date data. By overlaying Sensis Data Solutions' existing demographic information with Helix Persona's psychographic information, clients are given a far more comprehensive view of their database, allowing them to create precisely targeted marketing campaigns.

What is Helix Personas

A psychographic and behavioural segmentation of the Australian consumer.

Helix Personas is a unique and powerful consumer segmentation methodology which combines sophisticated psychographic and behavioural data, classifying the Australian population into 56 Personas and 7 Communities.

The power of Helix Personas comes from the incorporation of psychographic measures including technology adoption, values segments, net wealth, financial sophistication, and discretionary spending power — the best predictors of consumer behaviour.

The tool provides insights into each persona's product buying intentions,

relationships with brands, media consumption habits and more.

Every Australian household now has a Helix Persona code attached to it.

How is Helix Personas different to geo-demographic segmentation tools?

Psychographic and behavioural data is a better predictor of consumption than demographics alone.

Helix Applications

The applications of Helix Personas are many and varied. Below are the **6 key applications**. Media spend optimisation is often the quickest ROI.

1. Media planning/evaluation digital and direct
Choose the right media mix to reach your target with optimal ROI

2. Creative/communication optimisation
Produce the right look, feel and tone to ensure your message is conveyed to your target audience

3. Look-a-like targeting
Find more customers like your 'best' customers

4. Property/network optimisation
Identify areas to add, close or refurbish stores based on understanding your customers and product demand

5. Audience profiling and valuation
Media owners can unlock the 'true' value of their audiences by better defining their value and connecting them with brands

6. Data integration
Link customer databases, transactional systems and 3rd party data to unlock value, utility and meaning

How does Helix work?

Customer coding

Each customer is tagged with a Helix Persona. All that is needed is a unique identifier and the address. This file is automatically coded and returned.

Customer analysis

Once returned, this coded list can be integrated into your CRM system. This allows for key data to be analysed by Helix Persona so that important groups of customers are identified. For example, a coded database allows you to understand which customers are:

- Profitable
- Spend the most
- Those with the most products
- Respond to offers
- Tend to churn

Understanding the Personas

Understanding customers by Helix Persona

Now that your key personas are identified, the Helix Personas website can be used to find out more about them. Key data available online includes the following:

- Values
- Technology adoption stage
- Key demographics
- Attitudes
- Activities
- Media consumption patterns

Now you understand your customers

You can create communications that resonate with them at a psychographic level and TARGET them with media they actually consume. New customers can be tagged to evaluate how a chosen strategy is working.

More bang for your personas buck

Once the personas in your database have been identified, you have the opportunity to build these segments, with Sensis Data Solutions.

You may have a limited number of customers who fall under a particular persona in your database, so a campaign aimed specifically at these guys could seem like a waste. Or you want to increase your most profitable segment of customers. That's where Sensis Data Solutions' 14 million consumer data sets come in. You simply tell SDS which personas you want to grow and your preferred locations for these personas, and SDS will match real customers to each of these selected personas.

A fast, smart way to expand your database, SDS consumer data ensures your marketing dollars go even further.

Helix Personas includes 56 Personas that have been grouped into 7 Communities.

The differences and similarities between the Personas and the Communities can be understood by looking at the following segmentations:

- Demographic segmentations – socio-economic scale and household life cycle;
- Value based segmentation – Roy Morgan Values Segments*
- Technology Adoption Segmentation.

These comparisons should help you understand where your key Personas and Communities fit in terms of these key indicators to help you target your communications to them more effectively.

*Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of The Horizons Network.

Why did Roy Morgan develop Helix Personas?

With all the data on customers, their transactions, social media, scan data and web traffic, it still amazes us that our clients' say:

- "it would be great if we knew more about our customers"

- "how do we communicate with them"

- "how can we find more high value customers like these ones?"

This is why.

The name Helix is no coincidence as it reflects our ability to understand the DNA of consumers. A number of our clients and partners have remarked that Helix Personas is like the 'e-harmony of big data': a unique and powerful way to link data sets together at a deep, psychographic and behavioural level. We agree.

Check out Helix Personas at www.helixpersonas.com.au

As a subscriber, you have access to all pages on the Helix website - the Overview page, Stats Page, Map and Data tabs.

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For more details on how the Helix Personas consumer segmentation tool can help your business, talk to the Sensis Data Solutions team today
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