

Activate Direct Marketing Lists with Helix Personas

Roy Morgan Research and **Greater Data** have partnered to transform data driven marketing. By matching Greater Data's inventory of 16 million+ consumers 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.

Greater Data has over 5 years of Australian and UK experience in data driven marketing, specialising in new customer acquisition.

Together, we deliver Helix Personas enriched direct marketing lists to help brands acquire new customers via multi-channel contact strategies.

Features

Accurate, dynamic, multi-channel consumer universe of:

-  14.5 million individuals
-  6.8 million households
-  3.5 million e-mail addresses
-  1.8 million telephone numbers

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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