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Roy Morgan opens doors on data partnerships business, powers Nine Entertainment Co new venture

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.

The data partnership will see Roy Morgan's revolutionary profiling tool [Helix Personas](#) form the backbone of Tipstone's data segmentation and analytical services for Australian businesses.

Helix Personas has segmented and mapped Australian consumers into 56 Personas across seven Communities, giving marketers precise and efficient insights into their target audiences.

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 will give a newfound ability to identify, recognise and communicate with website visitors and app users.

From today, media buying agencies and brand owners can now segment their own customers by Helix Persona audience segments, 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.

The non-exclusive partnership builds on Roy Morgan's commitment to pioneering new applications for its real-world consumer intelligence in the digital universe.

Tim Martin, General Manager – Media, Roy Morgan Research, says:

"We're very excited to work with Tipstone as we continue to work toward fulfilling the full potential of Helix Personas."

"As the most sophisticated, data-driven media owner in Australia, Mi9 has been quick to recognise the capability and value of Helix Personas to give depth to big data."

"Roy Morgan has long has the best, most accurate, wide-ranging and useful consumer data in the market. As a portable segmentation tool that simply overlays and magnifies a client's basic data set, Helix Personas is a natural and logical fit for the digital space, and offers an array of collaborative opportunities."

"We look forward to working with other media owners who wish to offer their advertisers this unparalleled audience segmentation tool."

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

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