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Roy Morgan Research and Qrious join forces to drive greater information insights in New Zealand

In a union that simply had to happen, Roy Morgan has partnered with Qrious to drive greater information insights in New Zealand.

By combining the power of Roy Morgan Research's in-depth segmentation tool Helix Personas with the leading-edge information analysis capability of Qrious, this dynamic partnership looks set to change the face of the New Zealand market.

This partnership enables Qrious to profile at any time, for any geographic location in New Zealand the anonymised population types of the area. For example, which Helix Personas are driving past a billboard or the Personas that are in a stadium for an event or visiting a retail store or a fast food outlet. Banks, retailers, event managers, tourism companies, advertisers and local government can now understand the characteristics of visitors to their establishments to better service and target them.

Helix is a natural fit for Qrious, the information analytics-as-a-service business launched by Spark New Zealand in March 2014, and will enable it to deliver more detailed, reliable and insightful customer and audience profiling than ever.

John Ellenberger, Helix Program Manager, Roy Morgan Research, says:

"We are very excited to be working with Qrious in New Zealand. Enhancing Qrious's extensive mobile data information with Roy Morgan's Helix Personas and Single Source Survey data will provide a whole new perspective on New Zealand consumers.

"This is particularly exciting in the areas of real time geo-location and profiling. Totally anonymous and privacy compliant, this solution will be able to identify the characteristics of residents in any geographic location at any point in time.

"For example, a shopping centre can understand the Helix Personas profile of visitors at 10am on Friday morning compared to 11am Saturday. The potential retail applications are mind boggling."

Ed Hyde, Chief Executive, Qrious, says:

"I'm hugely excited about the unique partnership we have formed between Qrious and Roy Morgan. It means we can match the powerful consumer profiling smarts of Helix Personas with other information sources to create richer and more valuable insights into the trends, needs and wants of New Zealanders and the communities in which they live.

"As we know, the smart use of information is becoming increasingly important in this new digital age. This exclusive partnership to merge Helix Personas data with our Mobile network information creates a highly differentiated proposition for the New Zealand market whilst allowing us to maintain a structured approach to privacy.

“There are a wide range of valuable use cases including visitation profiling of major events/retail areas and segmentation of customer bases to assist with predictive/proactive churn management, through to the measurement of outdoor advertising.

“We want to help businesses and organisations continue to improve the way their products and services meet their customers’ wants and needs. With the addition of Helix Personas, we can better understand different consumer segments and we can help organisations better serve the needs of different consumer types. The opportunities are endless.”

For comments or more information about Roy Morgan Research’s Helix Personas data, please contact:

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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.

About Helix Personas

Helix Personas is a detailed psychographic and behavioural segmentation of the population, drilling down to every household in the country and enabling simple integration with customer and third-party data sets by street address.

In short, input an address and Helix Personas will tell you who lives there: their likely age and income range, household status, purchasing habits and intentions, preferred media and brands, their interests and hobbies, what they care about, and how they see themselves and the world. In a world flooded with big data from customer transactions, social media, scan data and web traffic, the ability to integrate and make sense of all these disparate data sets is essential. Helix Personas does just this, giving data a recognisable human face through 51 distinct Personas across seven Communities.

The tool builds on Roy Morgan Research’s vast experience in collecting and analysing information about the New Zealand population: their consumption patterns, lifestyle, attitudes, values, aspirations, confidence levels and satisfaction with goods and services.

www.helixpersonas.co.nz

About Qrious

Qrious is helping Kiwi businesses perform better by helping them make better decisions by delivering actionable insights gained through intelligent analysis of information.

Qrious brings together a unique combination of technology, information and expertise in New Zealand. We are specialists in what we do and passionate about the outcomes that we deliver for our customers. We have built a leading edge analytics platform to create insight and action from information by leveraging new technologies. This includes best of breed data science tools to explore information and visualisation tools to illustrate insights.

We also bring together information from multiple anonymised sources such as census, Statistics New Zealand, customer surveys, mobile phone networks and weather information. We can apply these to your business information to create valuable insights that are unique in the New Zealand market. Qrious works with information providers to ensure that privacy is respected in line with best practice and with the providers' own commitments.

Qrious offers a number of products and services including the Qrious Data Locker, a cloud based Platform as a Service offering built specifically for Big Data, Qrious BI (Business information), Qrious Analytics which is a Data science capability and a range of market insights services allowing businesses such as Retailers, Telco, Media, Tourism, Transport and Local Government to optimize their portfolios and increase business performance.

<http://www.qrious.co.nz/>