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Eyeota partners with Roy Morgan Research to offer Helix Personas to the programmatic media buying marketplace

Eyeota the leading international audience data marketplace with over 460 million uniques from local publishers across Asia-Pacific, Australia, and Europe has signed a global data partnership agreement with Roy Morgan Research, Australia's longest established market research company.

In an increasingly fragmented, data-driven media landscape, Eyeota and Roy Morgan Research have partnered to make Helix Personas available to the digital, programmatic trading marketplace.

Roy Morgan Research has the richest, broadest market consumer research data set in the Australian market. Roy Morgan's data is the media agency preferred system for audience profiling, communication strategy, channel and cross-media planning.

Roy Morgan Research's data is used by 100% of all mainstream media agency groups as well as leading client brands in financial services, automotive, telecommunications, consumer goods and retail.

Helix Personas is a powerful consumer segmentation and data integration tool that combines sophisticated psychographic, media consumption and behavioural analytics to describe and segment the Australian population into 56 Personas and seven Communities.

The partnership enables Helix Personas to be distributed throughout Eyeota's data marketplace so that agency trading desks and direct advertiser clients can utilise Helix Personas for audience targeting within the programmatic trading ecosystem.

The Helix Personas branded segments will enable marketers to accurately profile internet audiences using highly relevant and trusted attributes which have been proven to increase media effectiveness and engage exactly the right target markets.

Eyeota clients can now target the Helix Personas branded segments on the top 50 media buying platforms including Google DBM, DFP Premium, MediaMath, The Trade Desk, Turn, AppNexus, Brandscreen, Audience Science, Radium One, Sizmek, TubeMogul, Videology, and Adap.tv. The segments are also available to all our major trading desk partners including Xaxis, Accuen, Amnet, Ikon, Vivaki, Cadreon, and Funbox.

Kevin Tan, CEO, Eyeota, says:

"As the leading audience-targeting data marketplace in Australia, we are delighted to be working with Roy Morgan. The Helix Personas data sets will improve campaign

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efficiency and effectiveness for advertisers. It expands the depth and breadth of the data available to our clients across Australia.

“The Roy Morgan Helix Persona segments are a crucial link between the offline world of TV, print and traditional media and the highly digitised, data-driven online world.”

Michele Levine, CEO, Roy Morgan Research, says:

“Eyeota is a perfect partner for Roy Morgan to unleash the power of our data in to the programmatic world. Their specialist platforms around ad serving and audience targeting will provide distribution and scale for our data across the digital, trading and programmatic ecosystems, as well as global reach.”

For comments or more information please contact:

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About Helix Personas by Roy Morgan

Helix Personas is a unique and powerful consumer segmentation and data integration tool that combines sophisticated psychographic and behavioural data to classify the Australian population into 56 Personas and 7 Communities using a combination of Roy Morgan Single Source data and third party data sources.

Helix Personas is used to understand future buying intentions and media consumption patterns that can be easily integrated with 3rd party datasets such as;

- Customer data warehouses
- Cookie pools
- Media trading systems
- Geographic information systems (GIS)

For more information, visit <http://www.helixpersonas.com.au/>.

About Eyeota

Eyeota is the leading source for 3rd party audience data for advertisers across Europe, Asia-Pacific and Australia. We help publishers, agencies and advertisers collect, analyze, augment and activate their audience data. With its technology Eyeota supports data owners in maximizing their audience data revenues and helps data buyers to find the audience they want on their choice of inventory and optimize their campaign results. Eyeota’s solutions are driven by a strong, proprietary, data management platform (DMP) and marketplace technologies. Eyeota data is available on the top 50 media buying platforms worldwide. The company has offices in Sydney, Berlin, Singapore and will open in London in Q3 2014.

For more information, visit <http://www.eyeota.com>