

# AdNews

## Acxiom & Roy Morgan launch partnership with Dentsu & Omnicom



Acxiom has announced a unique partnership with Roy Morgan Research, amalgamating its data services to allow marketers to better target their key audiences on Facebook.

Dentsu Aegis Network and OmnicomMediaGroup will be the first to pick up this new tool and will launch campaigns this week.

“The aim of the partnership is to leverage all of our data, digital capabilities and expertise to unleash the power of Facebook’s reach,” Acxiom ANZ managing director Dean Capobianco said.

“We are in discussions with all major media buying groups, as well as our publisher network, to extend this opportunity beyond Facebook.

“Our role in this partnership with Roy Morgan is to make it easy for advertisers to connect with their audience by fusing our data with their own customer data, to make better buying decisions and deliver attributable results.”

On the client side, Paul Brooks, the managing director of group investment and partnerships for Amplifi, Dentsu's media investment arm, said he was looking forward to increased efficiencies.

Brooks stressed many digital campaigns are optimised in a way that they are not reaching the actual audience they set out to target. However, he felt this partnership addresses those issues and brings agency planning in line with behaviour patterns.

OmnicomMediaGroup's Australia and New Zealand CEO Leigh Terry also hopes for better synergy between offline and online targeting.

“It will allow our clients even richer targeting and bridge the divide between on and offline media consumption. Moving the sales needle is about finding the people that matter. This is another evolution in that journey,” said Terry.