



WHO is Roy Morgan Research?

Founded in 1941, Roy Morgan is Australia's longest established research company with a reputation for reliable, accurate, meaningful market research. Known for its work in traditional media such as print and TV, Roy Morgan recognizes the growing dominance of programmatic buying and sees value for marketers in offering their in-depth consumer insights to target audiences across the web.

WHERE is the data geographically available?

- Australia

HOW is this offline data onboarded?

Using Eyeota's proprietary heuristic onboarding methodology via common attributes/keys, Roy Morgan offline profiles are matched to Eyeota's online profiles and then mapped to segments.

WHICH platforms?



AppNexus



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CONVERSANT

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TURN

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WHAT is unique about Roy Morgan Research data?

Using innovative research methodologies, Roy Morgan obtains unique and discerning consumer values segments invaluable to marketers. Helix Personas is a powerful consumer segmentation and data integration tool that uses data which is research-based with complex sampling and weighting plans to ensure quality and accuracy, with third-party data sources. These data segments measure consumer attitudes, beliefs, and consumption patterns.

HOW is the data collected?

The data is taken from an Australian sample size of 50,000 people, collected on 48 weeks of the year on a continuous rotating basis; covering all states and territories. The research findings are then compared and validated against an external data source to ensure the data is accurate.





WHEN should you use this data?

- Target consumers based on distinct lifestyle segments
- Reach consumers that have demonstrated intent to commit to a high involvement purpose over the next four years

RECOMMENDED for these advertiser sectors:



Finance



Automotive



Electronics &
Computers



Media &
Entertainment

SEGMENT types:

- Helix Personas - Leading Lifestyles
- Helix Personas - Metrotechs
- Helix Personas - Today's Families
- Helix Personas - Aussie Achievers
- Helix Personas - Getting By
- Helix Personas - Golden Years
- Helix Personas - Battlers
- Automotive
- Finance
- Frequent Travelers
- Lifestyle
- Technology Adoption
- Political



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datadesk@eyeota.com



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WHERE is the data geographically available?

- New Zealand

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- Target consumers based on distinct lifestyle segments
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SEGMENT types:

- Helix Personas - Leading Lifestyles
- Helix Personas - Metro-techs
- Helix Personas - Today's Families
- Helix Personas - Kiwi Achievers
- Helix Personas - Getting By
- Helix Personas - Golden Years
- Helix Personas - Battlers
- Automotive
- Finance
- Frequent Travelers
- Lifestyle
- Technology Adoption

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Finance



Media &
Entertainment



Electronics &
Computers



Retail



Automotive



CPG/FMCG



Travel &
Leisure



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- Indonesia

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HOW is the data collected?

Roy Morgan Single Source covers more than 30 industries, over 150 product categories and 1500-plus brands, connecting them to core data such as the demographics, income and expenditure, attitudes and opinions, sports and leisure, lifestyle and media consumption of more than 26,000 respondents. Representing almost 90% of the Indonesian population aged 14 years and over, Single Source is the country's largest consumer database. Random sampling is conducted in the 22 major cities, 23 smaller towns and their rural hinterland, before being projected back on the population using census data.

WHICH platforms?





WHEN should you use this data?

- Target consumers based on distinct lifestyle segments
- Reach consumers that have demonstrated intent to commit to a high involvement purpose over the next four years

SEGMENT types:

- Helix Personas - Leading Lifestyles
- Helix Personas - Metro-techs
- Helix Personas - Today's Families
- Helix Personas - Indonesian Achievers
- Helix Personas - Rural Lifestyles

RECOMMENDED for these advertiser sectors:



Finance



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Entertainment



Electronics &
Computers



Retail



Automotive



CPG/FMCG



Travel &
Leisure



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