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Monday, 31 August 2015

## Roy Morgan Research and Site Tour partner to make buying outdoor advertising easier

Site Tour, the automated trading platform for out-of-home (OOH), together with Roy Morgan Research, the industry standard for planning media buying, today announced a new partnership that will enable advertisers to plan, select and book OOH campaigns using the best audience data available in Australia. Campaigns can now be booked faster and more efficiently than ever before.

The two Australian companies have joined forces to embed Roy Morgan Research's Helix Personas into Site Tour's OOH buying platform. Helix Personas is a powerful consumer profiling, segmentation and data integration tool that combines comprehensive psychographic, media consumption and behavioural analytics into 56 identifiable Personas across seven Communities.

Buyers simply select the target audience they want to target and within a few clicks, book inventory specifically targeted to the locations where that target audience dominates. Media agencies and brand advertisers can now identify the optimal locations and creative strategies to deliver the right message to the right people at the right time. This unique capability helps agencies and brands optimise their spend across static and digital "OOH" media.

This Australian-led innovation comes just weeks after a report was published by the Boston Consulting Group stating that Australia was leading the world in the automation of media buying. Site Tour and Roy Morgan Research will also look to extend this partnership beyond local shores in the near future.

**Michael Scruby, CEO, Site Tour, says:**

*"We're combining the best tools in the industry to make 'out-of-home' the simplest and most effective medium to buy. Advertisers can now book a personalised 'out-of-home' campaign on static or digital inventory in less time than it takes to buy a coffee. The OOH industry is showing strong revenue growth and this partnership will only serve to increase that."*

**Michele Levine, CEO, Roy Morgan Research, says:**

*"All major agencies already use Roy Morgan Research and Site Tour. Bringing the two systems together in an automated trading platform was an obvious opportunity. This latest strategic partnership adds an entirely new dimension to OOH marketing and consumer insights in Australia, expanding the boundaries for our clients of just what's possible in today's media-buying landscape. We're pleased to offer it to the industry."*

**For media comments or more information about the partnership between Site Tour and Roy Morgan Research, please contact:**

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**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research and data company with operations across 12 Asia Pacific countries, as well as the United States and the United Kingdom. Specialising in media and market research, audience targeting and data enrichment, Roy Morgan has over 70 years' experience in collecting accurate and independent consumer and business information.

Visit [www.roymorgan.com.au](http://www.roymorgan.com.au) to find out more.

**About Site Tour**



Site Tour is the global ad exchange for out-of-home media. Site Tour's software enables out-of-home media owners and advertisers to trade faster and smarter than ever before using data-driven insights and automated processing. Site Tour was incorporated in 2011, with its first office in Sydney, Australia. Many of the largest vendor and buyers use Site Tour to enhance their out-of-home campaigns.

Visit [www.sitetour.com.au](http://www.sitetour.com.au) to find out more.