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Acxiom & Roy Morgan Research partner with major media groups to unite data and digital capabilities — kicking off with Facebook

For the first time marketers can combine offline and online data to bring media buying in line with consumer behaviour

Sydney—September 14, 2015—Acxiom, a customer data solutions and marketing services company, today announced a first of a kind partnership with Roy Morgan Research and major media agency groups.

As the offline and digital worlds become more connected for consumers, this partnership will give marketers an increased capacity to find and target their most valuable audiences in Facebook.

This will enable marketers to go beyond standard online targeting options. By accessing insightful view of their customers, using Roy Morgan and Acxiom data, advertisers can bring media planning and buying in line with their cross-channel objectives.

Dentsu Aegis Network and OmnicomMediaGroup are first to market with this solution, with campaigns set to go live this week.

“Dentsu Aegis Network is leading the way in this space by reinventing media partnerships, fostering a strategic & collaborative approach that delivers transformational change and value for our clients, media owners and partners. This is a game changer, creating competitive advantage for our clients. In an ever evolving media landscape fuelled by technological advances and consumer demand, marketers need to make quicker, smarter decisions and stop treating planning and buying for offline and online differently” said Paul Brooks, Managing Director, Group Investment and Partnerships Amplifi, ANZ, Dentsu Aegis Network.

“Many digital campaigns are optimised in a way that they are not reaching the actual audience they set out to target. With this partnership, we are addressing these issues and bringing agency planning in line with behaviour patterns,” concluded Brooks.

“This is a clear and natural part of our holistic data approach to continually evolve and better match panel data with actual data. 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 Leigh Terry, CEO of OmnicomMediaGroup, Australia and New Zealand

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The breadth and strength of Acxiom's datasets, spanning 150+ sources, puts it at the forefront of data quality and stewardship. It has an Australian reach of 16 million, which can now be used to find look-a-likes for Roy Morgan's consumer segments and across millions of Australian Facebook users.

"The aim of the partnership is to leverage all of our data, digital capabilities and expertise to unleash the power of Facebook's reach." said Dean Capobianco, MD, Acxiom ANZ. "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." continues Capobianco.

"Roy Morgan Single Source and Asteroid are the industry standard for consumer insights as well as media planning and buying. Our unique understanding of Australian consumers has guided the traditional media purchase decisions for decades and through this partnership we are now able to provide marketers with the same detailed information to target the right people when buying digital and social media", said Michele Levine, CEO of Roy Morgan Research.

"This is the first major milestone in our partnership. We will continue to build on ways to offer marketers deeper customer insights to better engage, drive campaign efficiency and measurement through our unique data," concluded Capobianco.

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. For more information, visit www.roymorgan.com to find out more.



Acxiom is a customer data solutions and marketing services company that uniquely fuses trust, experience, and scale to fuel data-driven results. For over 45 years, Acxiom has been an innovator in harnessing the most important sources and uses of data to strengthen connections between people, businesses, and their partners. Utilising a channel and media neutral approach, we leverage cutting-edge, data-oriented products, and services to maximise customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for our 7,000+ global clients. For more information, visit www.acxiom.com.au

For comments or more information about Roy Morgan Research's data, please contact:

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