

Friday, 19 February 2016

Roy Morgan launches new Search engine for planning and buying thousands of media audiences

Roy Morgan Research, the industry standard for planning media buying, today announced a ground breaking new search engine, Audience Search, which enables media agencies to locate and book thousands of valuable media audiences.

Audience Search links over 20,000 targets available in Roy Morgan Single Source to provide marketers expanded reach to find and buy audiences at scale via Roy Morgan's extensive media partner network that includes Eyeota, Yahoo7, Big Mobile, Mi9, Acxiom & Greater Data. All media channels including online, print, TV, outdoor, radio and cinema are available for audience profiling inside the new search engine.

As the offline and digital worlds become more connected for consumers, planners and buyers can now easily search for their target audience and within a few clicks, identify audience volumes and availability. This unique capability helps agencies optimise spend across a range of media channels including premium digital, programmatic, outdoor, electronic and traditional mail.

This Australian led innovation, built on the industry standard ASTEROID platform, combines the simplicity of text based search and ready-made audiences. Roy Morgan Research is planning to launch this service beyond local shores in the near future.

Kevin Tan, CEO, Eyeota, says:

"Roy Morgan has launched a great product which will really help with media planning and buying. The new Audience Search tool simplifies the search process so data buyers will be able to pinpoint the exact data segment they are looking for. They will also be able to see where they can purchase these segments in the Eyeota Data Marketplace, so they can target audiences more effectively."

Michele Levine, CEO, Roy Morgan Research, says:

"All major agencies already use Roy Morgan Research. Our latest innovation combines simple text based search and Roy Morgan Single Source to make audience planning and buying the simplest it has ever been. In an increasingly fragmented media audience landscape, there is a unique role for Roy Morgan as a trusted brand with high-quality data to be the partner of choice for media owners and advertisers."

FOR IMMEDIATE RELEASE

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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 to find out more.