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Roy Morgan Research Releases New Helix Personas Indonesia through Eyeota Data Marketplace

In an increasingly fragmented, data-driven media landscape, [Eyeota](#), the global leader in audience data, and [Roy Morgan Research](#), a recognized leader in market research and data innovation have partnered to make [Helix Personas Indonesia](#) available in the digital, programmatic trading marketplace.

Helix Personas takes big data that's often vast but shallow and humanises it, drawing on psychographic and behavioural data from Roy Morgan's extensive Single Source Survey to classify the Indonesian population into 42 personas and six communities to create 'deep data'.

The tool allows media agencies to unlock profound insights into their clients' target audience by translating contact databases into easily understood and actionable personas. Using these insights media agencies can optimise media plans and creative to reach target audiences most effectively, with messages that resonate on a cultural and emotional level.

Brand owners can use Helix Personas to understand exactly who and where their customers are, including key values, purchasing behaviours, demographics and media habits. They can reduce marketing spend by knowing exactly where to advertise, and grow their businesses with strategically placed store locations, stocked with the most relevant products for their customers.

The partnership between Roy Morgan Research and Eyeota enables Indonesian advertisers to reach their target audiences in the digital landscape in real time, using sophisticated programmatic media activation.

"Roy Morgan has been measuring all aspects of Indonesian life for over 12 years with a quarter of a million interviews conducted, so we understand that it is a fast growing, diverse and mobile first market," said Howard Seccombe, Chief Digital Officer at Roy Morgan Research.

"Having worked with Eyeota to allow advertisers in Australia and New Zealand to reach their target personas through the Eyeota marketplace, we've seen firsthand the success achieved when local audience data is leveraged within marketing strategies. Indonesian advertisers will benefit greatly from the insights provided by Helix Personas, so we're excited to be working with Eyeota to activate the tool in this important market."

"Roy Morgan's Helix Personas are well-trusted by brands in APAC in helping them identify, target and reach the right customers with the optimum message," said Kevin Tan, CEO, Eyeota. *"The new availability of Helix Personas Indonesia will create a much more efficient way for brands to engage with local consumers with relevant ads and content. We are thrilled to be their first activation partner in the local Indonesian market."*

About Roy Morgan

Roy Morgan Research conducts Indonesia's largest, most comprehensive study of Indonesian life interviewing over 26,000 Indonesians each year. Roy Morgan is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation originally specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

Roy Morgan is now deeply engaging with the digital media space and is at the forefront of understanding consumer behaviour online and offline.

Website: <http://www.roymorgan.com/>

Facebook: <https://www.facebook.com/RoyMorganResearch>

Twitter: [@roymorganonline](https://twitter.com/roymorganonline)

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About Eyeota

With more than 3.5 billion unique profiles across Europe, Asia-Pacific and the Americas, Eyeota is the global leader in audience data. Eyeota's data empowers marketers, advertisers and agencies to deliver targeted campaigns and engage with the right audiences on a personal level, while enabling publishers and data suppliers to monetize their audiences more widely.

Certified by numerous [data privacy associations](#) around the world, including the NAI, IAB and EDAA, Eyeota ensures its data is trusted and accredited for the highest quality and security. The company was founded in 2010 and has offices in Berlin, London, Melbourne, New York, Singapore, Sydney and Tokyo. For more information, visit www.eyeta.com.