



Helix Personas

Roy Morgan connects with our data validation services

Roy Morgan and Thryv Data are bringing customer databases to life. As specialists in data quality and enrichment, Thryv Data connect Australian businesses with their customers via valid and up-to-date information. By combining demographic data with Roy Morgan's Helix Personas psychographic information, clients can gain a more comprehensive view of their customer database, helping them create precisely targeted marketing campaigns.

What is Helix Personas?

A psychographic and behavioural segmentation of the Australian consumer.

Using a sophisticated and powerful segmentation methodology, the Helix Personas tool groups consumer data and classifies the Australian population into 54 Personas and 6 Communities.

The power of Helix Personas comes from combining psychographic and behavioural data. This is what makes it different to geo-demographic segmentation tools.

Helix Personas provides data about the best predictors of consumer behaviour, including technology adoption, values,

net wealth, financial sophistication and discretionary spending power.

This tool gives insights into each Persona's product buying intentions, relationships with brands, media consumption habits and more.



Every Australian household now has a Helix Persona code attached to it.



HELIX
PERSONAS

How to use Helix Personas

Here are six key applications to help you make the most of this tool.

1. Digital and direct media planning

Choose the right media channels to target your audience and optimise your media spend for improved ROI.

2. Creative and messaging optimisation

Produce the right look, feel and tone to ensure your message resonates with your target audience.

3. Look-a-like targeting

Find more customers who are just like your best customers.

4. Property and network optimisation

Identify local areas to enter and stores to close or refurbish based on product demand and understanding your customers.

5. Audience profiling and valuation

Define the 'true' values of your audiences and connect them with brands or products that align.

6. Data integration

Link your customer database, transactional systems and third party data with Helix Personas to unlock hidden value.

How does Helix work?

Customer coding

Each customer in your database is tagged with a Helix Persona, simply using a unique identifier and address.

Analysis and identification

This coded list can then be integrated into any CRM system. Helix Personas analyses key data and identifies important groups of customers in your database. This will allow you to understand which customers:

- Are profitable
- Spend the most
- Have the most products
- Respond to offers
- Tend to churn



Understand customers by their Persona

Once your key groupings are identified, Helix Personas can help you find out more about them. You can understand more about your customers':

- Values
- Technology adoption
- Key demographics
- Attitudes
- Activities
- Media consumption habits

Targeted communications

Now that you better understand your customers, you can create communications that resonate with them at a psychographic level, and target them through media they consume. New customers can also be tagged to test and learn how a strategy is working.

More bang for your Personas buck

With Thryv Data's access to 19 million consumer records, we can help you expand your database and make your marketing dollars go further, using your existing Personas.

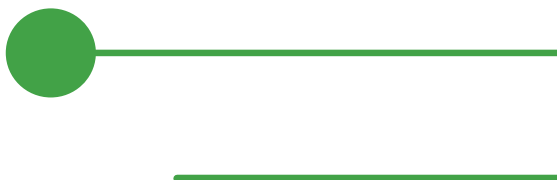
Whether you have a limited number of customers in a particular Persona or want to increase your most profitable segment, you can use Thryv Data to target the right people outside your database. Simply tell us which Personas you want to grow and where your ideal customers are located, and we will match real customers to each.

Personas and Communities

Helix Personas includes 54 Personas grouped into 6 Communities. They each have key indicators to help you target your communications more effectively, according to the following segmentations:

- Demographic – socio-economic scale and household life cycle
- Value-based – Roy Morgan Values Segments*
- Technology adoption

* Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of The Horizons Network.






Identify consumer hotspots

Find out where consumer demand is high with Live Mapping, which provides a unique view of where your target customers live. With more than 100,000 data points about Australian consumers on an interactive map, you can pinpoint your best prospects, deliver localised campaigns and make informed business decisions. You can map Luxury Car Owners, Early Technology Adopters or Households with Self-Managed Superannuation Funds—anywhere in Australia.



**Check out the Helix
Personas website**
www.HelixPersonas.com.au

Subscribers have access to all
pages on the Helix website -
Overview, Stats, Map and Data.



Understand who visits your website

Live Audience Evaluation is an online measurement system that provides granular detail on your website visitors. With the power of over 19 million internet-connected devices, you can learn about who's engaging with your online content or digital campaigns. The platform connects to Helix Personas, so you can use our psychographic insights to understand and evaluate the engagement of your audience, and reach more customers.