

For the first time,
advertisers, website owners
and publishers have
true insight
into digital campaign
performance.

Roy Morgan
Audiences

It's a long-standing industry conundrum: how to accurately measure and profile online audiences in our increasingly complex, fragmented and privacy-conscious world? *Roy Morgan Audiences* provides the solution, transforming how publishers, advertisers and media agencies understand and measure online audiences.

Built on a next-generation technology platform developed by Telstra, *Roy Morgan Audiences* gives you a statistically robust, census-standard view of the unique audience viewing your website or digital campaign across multiple devices.

It allows Roy Morgan to identify the Helix Personas connected to over 19 million mobile and broadband devices, without compromising individual privacy and without relying on cookies.

Not only is *Roy Morgan Audiences* highly accurate and easy to implement, it is also completely cross-screen aware. Are you ready to see your online audience in a new light?

Benefits

- A real people based measure
- Connects online and offline data in real time to measure the audience of your website or digital campaign
- Reports cumulative audience reach and frequency
- Measures website performance by unique audience and impressions
- Measures campaign performance by unique audience and impressions and clicks
- Profiles audience by location, device, age and gender, and browser
- Segments audiences through Helix Personas and Roy Morgan Single Source
- Monitors which creative, websites and placements are working best
- Adheres to best-practice privacy compliance using anonymised, aggregated digital events

Roy Morgan Audiences will transform how you measure and understand cross-screen digital audiences. To close the loop on planning, buying and evaluating your digital audiences, contact Roy Morgan Research.

Product Features



De-duplicated audience across device



Unprecedented panel size - 19+ million devices



Updated daily



Deep integration with
Roy Morgan Single Source



Not reliant on cookies

For further information call:
1800 633 813 or email:
askroymorgan@roymorgan.com

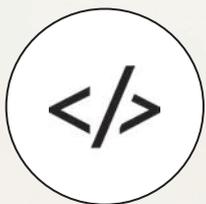
Discover your *edge*

Roy Morgan
Research

How does it work?

A Roy Morgan Research pixel is placed in your ad or website. The pixel collects and sends back publically available data about the device used to view the ad, as well as the site or app on which the ad appears. In near real-time, the platform aggregates this information, calibrates it using data from Roy Morgan Single Source, and publishes the results to the *Roy Morgan Audiences* Dashboard.

Implementation is simple



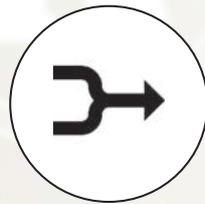
PIXEL

Place the Roy Morgan pixel on website or ad creative



COLLECT

Collect all digital events from tagged creative or website



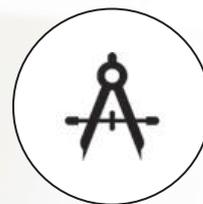
AGGREGATE

Aggregate all collected events



CALIBRATE

Calibrate and project to unique audience



EVALUATE

Evaluate results daily with deep audience profiling



ACTION

Take action to optimise campaign or website performance

What does it measure?

Roy Morgan Audiences measures and profiles all digital events where the pixel is placed. The pixel can be placed in a digital advertising campaign to measure the reach and frequency of the campaign, as well as profile who has been exposed to the campaign. Likewise the pixel can be placed in a website to help publishers better understand who visits their website.

Which ad formats are supported?

Roy Morgan Audiences currently supports display, rich media (Flash or HTML5), in-app display, and video advertising.

What metrics are available?

The platform reports on cumulative and daily counts for Unique Audience (people), Impressions and Clicks across device, location, demographics and Helix Personas, and for ad campaign, creative, placement & ad type as well.

How often is data refreshed?

The data is updated daily.

How are reports delivered?

Standard delivery is via a simple-to-use dashboard, and an API is available to connect to many well-known BI tools. All insights can also be downloaded directly from the dashboard.

What is the panel size?

More than 19 million devices, spanning desktop, mobile and tablet, across both broadband and mobile internet connections.