



# Introducing Customer Insights



**?** Customer insights help you reach your target audience. Use customer insights to locate a specific audience or target 'like' customers. Combine customer insights with the geographic targeting capabilities of Campaign Targeter to more effectively plan your promotional mail campaign.

**1** Select customer insight options

**2** View your selected audience on the map

**3** Target campaign delivery

## **i** Types of customer insights

### Helix Personas®



Helix Personas® is a unique and powerful consumer segmentation methodology that combines sophisticated psychographic and behavioural data to classify the Australian population using a combination of Roy Morgan single source data and third-party data sources.

Within Campaign Targeter, you can select from 56 Helix Personas® and 7 Communities to locate and view your target customers while mapping your campaign.

### Demographics by Australian Bureau of Statistics (ABS)

Demographics from the ABS Census allow you to target customers on age, gender and household income.

### Activities and Interests by Roy Morgan Research



Activities and Interests by Roy Morgan Research allows you identify areas of specific consumer behaviour to target customers more effectively.

Examples include:

- Ordered a pizza for home delivery
- Ordered other home delivery food
- Bought from a catalogue in last 7 days
- Read a catalogue in last 4 weeks
- Read unaddressed mail in last 7 days
- No addressed mail read in last week

**i** To learn more about Helix Personas®, visit: [helixpersonas.com.au](http://helixpersonas.com.au)  
 For more helpful information and to register, visit: [auspost.com.au/campaigntargeter](http://auspost.com.au/campaigntargeter)