

**dsa**

*Fairfax data & audiences*

**TEG [ANALYTICS]**

# **ADVERTISER AUDIENCE MATCHING**

WITH CRM ONBOARDING

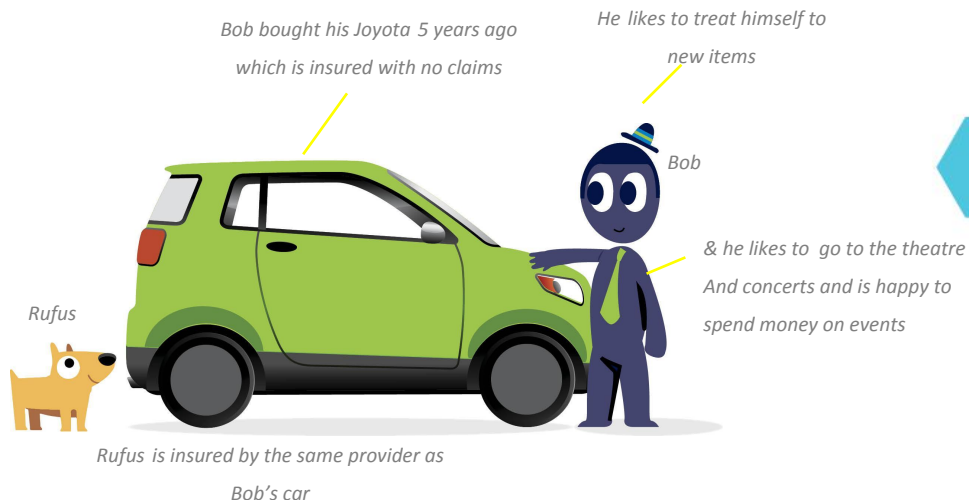
## ADVERTISER AUDIENCE MATCHING

*Do you have a known audience you would like to target across a premium network?*

*Do you want to find out more insights into your consumers interests, behaviours and intrinsic motivators?*

**With Audience Matching via Fairfax & TEG Analytics, now you are able to.**

*This service enable's you to find your known audience across our premium network and find out more about their media preferences, interests & intrinsic motivators to help with better people-based targeting and content creation in your future campaigns.*



## AUDIENCE MATCHING – CONSUMER PRIVACY

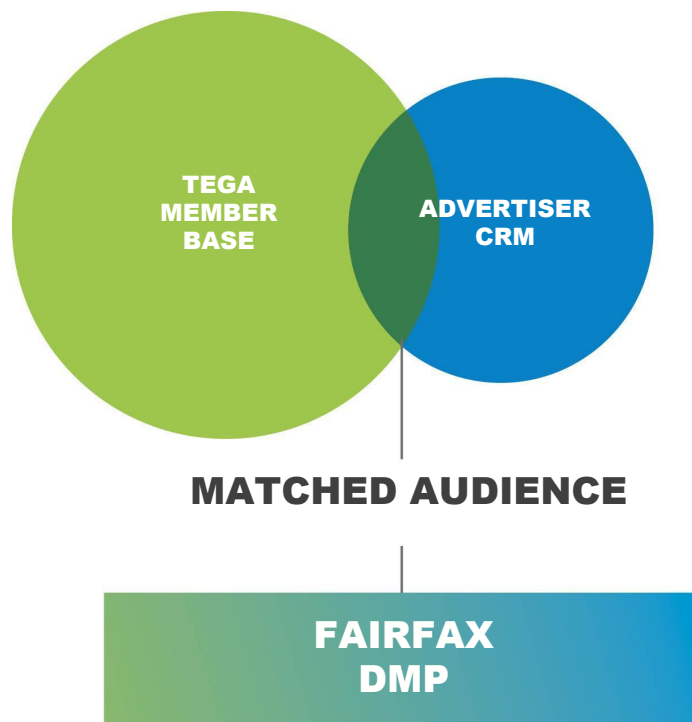
*Completed via a unique and secure location housed on a separate server away from the TEGA warehouse, specifically created for your data, the audience matching process is completed within a safe haven environment, providing you with guaranteed assurance that consumer privacy is adhered to within a completely secure environment.*



*And once the process is complete, all provided PII data is dissolved within this same separate server location.*

*Whether this is completed as a once off or as an ongoing process, you will know exactly where your data is being sent and how it is being processed.*

## AUDIENCE MATCHING – HOW DOES THE PROCESS WORK?



## AUDIENCE MATCHING – HOW DOES THE PROCESS WORK?

*There are 5 main steps to the matching process, all of which are completed in secure environments:*

- *The required advertiser PII data to complete the matching process are agreed upon*
- *Client data is uploaded to its own secure location (via SFTP)*
- *Once accepted, a secure environment will be created to perform the matching process with TEGA customer records. This is completed on a separate server, located away from the warehouse*
- *Once the matching process is complete, all personal data will be dissolved in this separate secure server location*
- *A key is appended to the matched records, this information is then passed onto Fairfax Media for your targeted marketing campaigns.*

MATCHED  
AUDIENCE



## AUDIENCE MATCHING – HOW CAN YOU ACCESS THIS SERVICE

Silver (POA)	Gold (POA)	Platinum(POA)
<p><b>Package inclusions:</b></p> <ul style="list-style-type: none"> <li>• 1 round of CRM matching</li> <li>• Audience modelling within TEG database to produce look-a-likes / prospective customer models</li> </ul> <p><b>Media spend:</b> Recommendation is to book a mixture of targeting matched audience &amp; look-a-likes</p>	<p><b>Package inclusions:</b></p> <ul style="list-style-type: none"> <li>• Up to 3 rounds of CRM matching</li> <li>• Audience modelling within TEG database to produce look-a-likes / prospective customer models</li> </ul> <p><b>Media spend:</b> Recommendation is to book a mixture of targeting matched audience &amp; look-a-likes</p>	<p><b>Package inclusions:</b></p> <ul style="list-style-type: none"> <li>• Up to 5 rounds of CRM matching</li> <li>• Audience modelling within TEG database to produce look-a-likes / prospective customer models</li> <li>• An insights piece on how the Brands customer segment(s) index against TEG culture value psychographics and media. This will be paired with content recommendations around how to resonate with this audience and prospective customers through your marketing.</li> </ul> <p><b>Media spend:</b> Recommendation is to book a mixture of targeting matched audience &amp; look-a-likes</p>

*For pricing and campaign spend speak to your Fairfax Media sales representative*

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