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## **SWM enhances first-party data proposition strengthening people-based marketing opportunities**

SWMID provides a comprehensive picture of consumers

Data partnerships enable deeper audience understanding and insight

7REDiQ offers visualises data to allow for effective plan, buy and measure

Seven West Media (ASX: SWM) today detailed their comprehensive, data-driven solution for brands to reach their target audiences.

Comprised of millions of SWMIDs, Seven's unique first-party audience identifier, enhanced with extensive second-party data partnerships, will power a new audience insights, activation and measurement solution within 7REDiQ, SWM's new audience intelligence platform. 7REDiQ will bring brands closer to their desired audiences than ever before.

Brands will then be able to leverage this intelligence with 7RED, Seven's cohesive strategic cross-media unit for brands.

The combined impact of these initiatives will enable brands to better reach their key audiences across SWM's market-leading content offering and deliver them enhanced results.

Charlotte Valente, SWM Chief Marketing Officer, said: *"Being an audience-centric business means that knowing and understanding our audience is key to our success. It's already driven big decisions, like acquiring The Voice which builds on Australians' affinity with live music and entertainment. The fused data inside 7REDiQ was key to establishing that audience understanding.*

*"Leveraging our first-party data around each consumer, a unique SWMID, combined with what our data partners add, offers an unbeatable starting point for your people-based marketing strategies.*

*"7REDiQ takes that data and offers brands the ability to target exactly the people they want to reach, along with comprehensive audience forecasts and measurements. Best of all, it's straightforward for brands to take the insights and knowledge 7REDiQ provides and turn that into an actionable campaign with 7RED.*

*“Identify, enrich, fuse, activate and measure – one clear pathway to delivering results for your brand. That’s what Seven can offer you.”*

## **SWMID and data partnerships**

SWM’s first-party data, anchored by the SWMID, offers brands a comprehensive picture of consumers in the SWM audience universe. The SWMID is our unique identifier for SWM audiences, now associated with a multitude of data points that paints a clear picture of that consumer. It associates not just a consumer’s viewing habits with them, but a collection of other data about them, including location, brand affinities, purchase insights, sentiment and more.

Leveraging a diversity of data points is key to the powering the SWMID, which is why SWM has partnered with leading Australian data and analytics businesses to help provide the most complete picture of each audience member. These partnerships span a broad range of different data types, enhancing their combined impact for brands that partner with Seven.

TEG Analytics’ (TEGA) dataset, powered by over 16 million active Australian ticket buyers, allows insight into consumers entertainment and lifestyle preferences. Building on top of TEGA’s leading dataset is their partnership with flybuys, which through their 8.6 million members enables insights into a consumer’s affinity across food, beverage and CPG categories.

LANDMARKS ID enables SWM to understand the real-world movement of consumers through a comprehensive point of interest network mapped against 350 of Australia’s top brands locations. This provides an expansive set of location-based insights about our consumers.

CarsGuide provides insight on auto-intenders, enabling a closer and more strategic targeting of this key, competitive sector, that every year drives billions of dollars in purchases.

Combined with LiveRamp’s Authenticated Traffic Solution (ATS) to enable cookieless data collection, which SWM is the first media organisation in Australia to implement, the result is a comprehensive and unbeatable picture of audiences, and one that will only get richer as time passes.

SWM will continue to enhance their second-party data partnerships, with more partners to be announced in the coming weeks.

## **7REDiQ**

7REDiQ is SWM’s audience intelligence platform and will prove to be the end-to-end solution for brands as they look to understand and reach their audiences. It enables brands to fuse their own data with SWM’s first-party and partner data, to activate it across Seven platforms including 7plus and 7NEWS.com.au, and then measure their results. We call this Bring Your Own Data (BYOD)

Built to allow Seven to deliver on its goal of being an audience-centric business, 7REDiQ fast-tracks audience understanding across all of SWM’s touchpoints. It enables understanding of who is engaging with Seven’s content and overlays it with lifestyle trends, sentiment, location and purchase insights from Australia’s leading data partners. The result is a comprehensive and actionable picture of the viewer.

Kurt Burnette, SWM Chief Revenue Officer, said: *“Data and insights that can be actioned are more important than ever before. For brands to reach their target audiences, it’s crucial that they understand where those audiences are and what drives them.*

*“The combination of 7REDiQ, SWMID and our data partnerships, all activated by 7RED across our market-leading content offering, delivers an end-to-end solution for brands to plan, buy and measure their way to successful campaigns.*

*“We’ve invested in the infrastructure and partnerships to enable brands to reach exactly their target audiences, enhancing their ability to plan their campaigns, buy in line with their goals, and easily quantify their success.”*

7REDiQ visualises audiences, allowing brands to identify them by what and when they watch, read, buy and do, and where they live, work, shop and play. This makes it simple for brands to plan, buy and measure high value audiences and to have an intimate understanding of them, enhancing the effectiveness of their campaigns.

Importantly, 7REDiQ allows partners to own the relationship ecosystem with their customers, unlike competing offerings from tech giants. 7REDiQ’s focus is on offering relevant, dynamic, up to the minute audience intelligence that will bring campaigns to life.

Brands will be able to easily leverage the new insights offered through 7REDiQ and SWMID by seamlessly engaging with 7RED, Seven’s cohesive strategic cross-media unit. 7RED is responsible for many successful campaigns in 2020 alone and is the best way to integrate with Seven’s market leading content.

Mr Burnette concluded: *“Being able to act on data and insights is key to the success of our business and the success of brands who partner with us. With 7REDiQ’s data partnerships, brands will know how, where and when to reach their target audiences.*

*“Brands can now take those insights and with 7RED, execute a campaign that integrates deeply across our broadcast, BVOD and online. It’s an unmatched, end to end offering for brands, and we can’t wait to work with them on it.*

*“One seamless pathway to success for your brand – all with Seven.”*

Ends.

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#### **About Seven West Media**

Seven West Media (ASX: SWM) is one of Australia’s most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and BVOD offering 7plus, as well as The West Australian and The Sunday Times and Seven Studios. Home to iconic brands such as Big Brother, House Rules, Farmer Wants a Wife, Home and Away, Better Homes and Gardens, Australia’s leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.