



# Media Release

Tuesday, 12 October 2021

## Introducing 7Shop and 7Rewards Plus new data partnerships for 7REDiQ

The Seven Network today announced two key new products to supercharge the way brands connect with consumers – 7Shop and 7Rewards – plus four new strategic partnerships to drive better results for advertisers.

Unveiled during Seven’s 2022 Upfront presentation, 7Shop and 7Rewards will be integrated with Seven’s market-leading audience intelligence platform, 7REDiQ, which combines Seven’s first-party data of 10 million registered and addressable [7plus](#) users (or SWM-iDs) with extensive second-party data partnerships.



7Shop is the first service of its kind in Australia and allows consumers to instantly buy on-screen products they see while streaming their favourite TV programs on 7plus.

Using AI technology and content recognition software from Seven’s 7CAP contextual ad placement product to identify and tag products in Seven’s most popular programs, 7Shop will let people buy what they see on screen, not just in the supporting commercial content.

7Shop blends content and commerce in one place to create an easy way for consumers to shop for the products they see on screen, be it an Apple iPad featured in **The Voice**, a dress worn on **Home and Away**, a car driven in **Farmer Wants A Wife** or a power drill on **Better Homes and Gardens**.

Viewers will be notified they are watching shoppable content. They can then pause the content they are watching and use their mobile device to either view additional branded content or activate a QR code and make a purchase via the vendor’s website.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: “As we continue to invest in our technology, data and innovative commerce offerings, 7Shop is the natural next step in Seven’s Enhanced Advertiser and Viewer Experience [E.A.V.E.] initiative.

“The 7Shop innovation will simplify the customer journey and bring brands closer to audiences in contextually relevant programming – influencing consumer behaviour from consideration to immediate action, all while they are watching TV.

“We know Seven viewers are often inspired by and passionate about our content. We can turn that passion into purchase. In doing so, we offer a value exchange for consumers, brand building and sales opportunities for companies, and greater audience engagement



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for Seven. 7Shop represents a unique full funnel marketing opportunity for buyers to convert millions of Seven viewers into customers,” he said.

## Rewards

Seven has partnered with The Entertainment Group, a leader in technology-enabled direct-to-member loyalty platforms and famous for its much-loved *Entertainment Book*, to create a new rewards program.

7Rewards is purpose-built to facilitate new brand opportunities and stronger engagement and advocacy with Seven’s audiences by creating an even more rewarding experience within 7plus. The personalised offers include dining, travel and activities for the family, all of which can be redeemed on the spot or saved and used later.

Leveraging data and insights from 7REDiQ, 7Rewards will create unique and customised ad experiences that connect brands more closely with Seven’s audience and will allow marketers to track the end-to-end customer journey and attribution as it happens.

Seven West Media Network Digital Sales Director, Nicole Bence, said: “Building on 7Shop, 7Rewards enhances the viewer experience and will deliver better results for advertisers by allowing users to buy and trial their products on the spot.

“7Rewards, combined with the latest technology and data targeting functions from 7REDiQ, creates an incredibly powerful opportunity for brands to cut through and connect with content that moves audiences. The combination of 7Shop and 7Rewards delivers the full circle of attention, action and attribution for brands.

“The recent identifier changes of tech platforms and a cookieless future means it’s critical broadcasters and publishers deliver a value exchange for consumers. 7Rewards does this by connecting high-value audiences with exclusive offers and experiences that deepen a user’s engagement and loyalty. It makes advertising more relevant and, therefore, enjoyable through personalisation,” she said.



Seven today announced new strategic data partnerships with CarExpert, Equifax, Cricket Australia and Supercars, which join the 7REDiQ ecosystem to bring brands closer to their desired audiences than ever before.

CarExpert provides insights on people who intend to buy a car, enabling closer and more strategic targeting in this key, highly competitive sector that generates billions of dollars in purchases each year.



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Equifax is a global data, analytics and technology company and a market leader in consumer credit information. It will provide 7REDiQ with more financial data-driven insights that can be activated on connected TVs.

The partnerships with Cricket Australia and Supercars position Seven as both a broadcast and a data partner for the organisations, delivering insights to help them better understand how their fans engage with the sports. In return, Seven can now offer more accurate fan insights, team-level attribution and event audience summaries for brands and broadcast sponsors.

At its core, 7REDiQ makes it easier for advertisers to target the consumers they want to reach through deeper audience understanding and insights.

7REDiQ's strategic data partners including Flybuys, Carsguide, Weatherzone, LandmarksID, Ticketek and Mastercard currently deliver over two billion data points against the SWM-iDs. The exciting new partnerships will surface even more deterministic insights for brands to leverage when planning, buying and measuring campaigns.

Seven West Media Chief Marketing Officer, Charlotte Valente, said: "Our continued investment in data and dynamic insights gives brands a critical way to understand where their target audiences are and what moves them to action. Our 'visualised' dashboard brings up-to-the-minute audience intelligence to life, helping to make decisions easier for our brands and partners.

"We believe in 7REDiQ's transparency and its value to enrich other datasets to drive business growth. We believe in making it easy to use and that it should be visual to demonstrate the meaningful full funnel insights for brands, agencies and creatives.

"No walled garden, no black box, no vapourware, no 'dashboard is coming' talk. Our data strategy is simple: we show how the Seven audiences intersect with our data partners' data and prove the connection points. It's time to remove any doubt," she said.

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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 is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise**, **Big Brother**, **Big Brother VIP**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars: All Stars**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.