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Seven and Flybuys strike innovative partnership Loyalty program data division joins 7plus connected TV audiences

Seven West Media today announced the launch of a market-leading new partnership with Unpacked by Flybuys, the data division of Australia's most popular loyalty program.

The partnership will connect Flybuys' aggregated audience segments with [7plus](#)' connected TV audiences. It marks the first time targeting will be possible across connected TV, giving marketers the ability to reach 7plus audiences on the biggest screen in their home with tailored advertising messages based on previous purchases.

In an Australian first, Seven and its strategic data partner TEG Analytics will connect Seven's 6 million unique first-party audience identifiers, SWM-iDs, with the data of more than 8 million Flybuys members.

Seven's SWM-iDs – coupled with its extensive second-party partnerships with TEG, Carsguide, Mastercard and others – sit at the core of the audience insights, activation and measurement solution in 7REDiQ, the audience intelligence platform Seven launched in October 2020.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "We set up 7REDiQ with one simple aim: to bring brands closer to their desired audiences than ever before. Connecting Flybuys' data to our SWM-iDs for activation is an Australian first and an exciting development for marketers.

"Our new partnership with Flybuys means 7REDiQ has taken a giant leap forward to connect deterministic second-party data at an identity level, making it even easier for brands to reach their key audiences across our market-leading content and to achieve stronger results."

Seven West Media Network Digital Sales Director, Nicole Bence, said: "The new Flybuys partnership is further evidence of 7plus, 7REDiQ and our data partners working better together to deliver people-based, results-driven marketing through connected TV.

"The recent roll out of mandatory sign-in across all 7plus assets means every digital eyeball is addressable using high-quality, transactional, location and behavioural signals from 6 million IDs, with a 75% match with Flybuys.

"When the Tokyo Olympics kick off on 23 July, Australians will be able to access 43 channels of Olympics content on 7plus. Today's announcement comes at a perfect time for brands to make the most of the resultant massive increase in digital viewing across Seven's market-leading BVOD platform and maximise the engagement and scale of the Olympics," she said.

Harley Giles, Chief Product Officer of Flybuys, said: “Through this partnership with Seven West Media, we are providing insights into our more than 8 million members’ shopping baskets. Unpacked by Flybuys arms brands and media agencies with data, insights and measurement into their audiences based on real-world behaviour and provides unrivalled ROI on marketers spend.”

Andrew Reid, General Manager at TEG Analytics, said: “We are thrilled to be able to bring TEGA’s new data partnership with Flybuys to our long-standing partnership with Seven West Media. This is the first time in Australia that a TV network will be able to offer brands FMCG data against connected TV viewing.”

For more information, please contact:

Neil Shoebridge
M: 0417 511 012

About SWM-iD

Seven West Media’s first-party data, anchored by the SWM-iD, offers brands a comprehensive picture of consumers in the Seven audience universe. The SWM-iD is a unique identifier for Seven audiences, associated with myriad data points that paint a clear picture of that consumer. It unites a consumer’s viewing habits with other data about them, including location, brand affinities, purchase insights, sentiment and more. Leveraging a diversity of data points is key to the power the SWM-iD, which is why Seven has partnered with leading Australian data and analytics businesses to help provide the most complete picture of each audience member. The partnerships span a broad range of different data types.

About 7REDiQ

7REDiQ is Seven West Media’s audience intelligence platform that offers an end-to-end solution for brands as they look to understand and reach their audiences. It enables brands to fuse their own data with Seven’s first-party and partner data, to activate it across Seven platforms including 7plus and 7NEWS.com.au, and then measure their results. Built to allow Seven to deliver on its goal of being an audience-centric business, 7REDiQ fast-tracks audience understanding across all of Seven’s touchpoints. It enables better 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.

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, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.

About Unpacked by Flybuys

Unpacked by Flybuys is the B2B data division of Australia’s most popular rewards program. The division partners with media agencies and brands to help them better engage with key consumer segments by seeing the impact of their marketing at every step, using Flybuys’ first party data. The division uses Flybuys’ aggregated audience segments based on members’ de-identified transactional, behavioural and demographic data to offer an end-to-end, highly customisable insights, activation and measurement solution for brands and advertisers for the purpose of improving their online advertising spend. For more information, please visit unpacked.flybuys.com.au

About TEG

TEG is a leading global live entertainment, ticketing and technology business that sits at the heart of the live event experience for millions of fans. TEG operates worldwide out of seven country offices and includes TEG Live, TEG Dainty, TEG MJR, TEG Van Egmond, Handsome Touring, Qudos Bank Arena, Ticketek, Ticketek Marketplace, Eventopia, Softix, TicketCharge, TicketWorld, Ticketek Singapore, TEG Analytics, TEG Insights and TEG Digital. *Life's Better Live. Whether it's Sport, Concerts, Musicals, Theatre or Exhibitions, nothing beats the live experience!*