

flybuys appoints Sales Director to grow Digital Audiences division

SYDNEY 16 April 2020: flybuys today announced the appointment of Alex Hunt to the role of Sales Director of its Digital Audiences division. Reporting to flybuys' Chief Product Officer, Harley Giles, Hunt will be responsible for leading the brand's recruitment and investment in scaling the go-to-market team.

flybuys Digital Audiences partners with agencies and brands to help them better engage with existing and new customers. It offers an end-to-end, highly customisable insights, activation and measurement solution that delivers business growth.

"Alex's proven leadership across a variety of roles within the agency and technology sector makes him well suited to lead and further grow our sales organisation while contributing to the ongoing development of flybuys Digital Audiences' products and services," commented Giles.

Hunt joins flybuys Digital Audiences directly from Cadreon, where he spent nearly three years working across operations, trading, strategy and client service. Most recently, Hunt was the General Manager across the NSW region.

Hunt said the opportunity to solve problems for marketers by working with a highly customisable product was the driving force behind his decision to join the flybuys Digital Audiences business.

"flybuys Digital Audiences is a new frontier within an existing and established brand. I've always been interested in the opportunity to work with a truly differentiated product offering in an exciting growth phase," said Hunt.

"There is a lot of noise in the market and it is hard to find a business that adds genuine and measurable business impact to brands. With deep insights into purchase behaviour, flybuys Digital Audiences can offer marketers highly tailored consumer insights – audience activation tied to both online and offline sales attribution – and customer acquisition to grow market share," he commented.

The announcement comes as flybuys Digital Audiences continues to expand its sales team, with additional hires made last week to help marketers and agencies better spend their advertising budgets, measure ROI and more efficiently meet their objectives.

"We're facing unprecedented times, and while certain verticals are retracting their media spend, we're also seeing verticals become hypercompetitive with marketers doubling down on investment. For these verticals, actionable insights are more critical than ever before, and the ability to measure the effectiveness of spend in the current climate will dictate the budgets that marketers must make go further, well into 2021," said Hunt.

For more information on flybuys Digital Audiences, contact Alex Hunt at alex.hunt@flybuys.com.au.

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