Media Release

News Corp Australia

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NEWS CORP AUSTRALIA STRIKES PUBLISHER FIRST DATA DEAL AT INAUGURAL VIRTUAL EVENT

News Corp Australia today announced a major data partnership with one of the nation's leading customer loyalty programs at its inaugural virtual marketing event, Decoded, presented by News Connect.

The agreement between News Corp Australia's digital marketing platform News Connect and flybuys - a joint venture of Wesfarmers and Coles - will contribute transaction and behavioural demographic audience segments on a de-identified basis from flybuys' 8.7 million active members.

The flybuys deal, the first with any publisher, creates an additional 360 audience segments within News Connect. This means News Connect will now offer more than 2000 audience segments for brands and advertisers to create highly targeted, data-based consumer campaigns to target individual consumers.

The flybuys Digital Audiences deal significantly strengthens News Connect's FMCG and retail transactional data capability which now allows clients to access anonymous and aggregated audience segments from a majority of the nation's supermarket purchases.

News Corp Australia's General Manager of Data and Ad Product Solutions, Suzie Cardwell said: "The flybuys partnership represents a significant addition to the measurable and transparent data insights News Connect provides clients.

"Now, more than ever, News Connect dissects and analyses Australian shoppers' behaviour through real-world consumer spending patterns, offering our clients the best way to find their customers on our network of trusted brands.

The Decoded event was held digitally - a first for News Corp - to overcome the restrictions posed by COVID-19. The event showcased how News Connect allows clients to plan, book and measure digital campaigns based on News Corp's' audience reach of 12 million Australians via 13 data partnerships, social display and advertising formats.

flybuys is Australia's most popular loyalty card program with 8.7 million active members. 15 flybuys cards are swiped every second providing News Connect clients with the means to reach millions of consumers and gather insights into what, where and when customers are buying, down to a product SKU level.

This allows clients to plan effectively by identifying and anticipating consumer behaviour and then use that data to improve future campaigns and commercial outcomes.

flybuys Digital Audiences partners with brands to help them better engage with existing and new customers by identifying and anticipating consumer behaviour. Their wealth of aggregate data and audience intelligence offers an end-to-end, highly customisable insights, activation and measurement solution that helps clients achieve their business results.

The data segments available could range from a group of the main grocery buyers within households who travel 6km on average to their local supermarket and who dedicate weeknights to simple family meals. Or, it could be used to reach groups of health-conscious Australians who regularly purchase vitamins and read wellness-related content with a new health brand that may interest them.

flybuys Chief Executive Officer John Merakovsky said: "We are excited about this partnership with News Corp, one of Australia's largest premium publishers, enabling brands and agencies to utilise flybuys audiences across NewsCorp's broad content network. Based on a rich data source of 8.7 million active members, flybuys Digital Audiences offers highly customisable products that provide valuable insights allowing brands to better understand and more effectively target their campaigns to the right audience. The ability to effectively measure campaigns to real world purchasing behaviour is more important than ever, so we are pleased to offer these solutions across the News Corp network."

Today's Decoded event also revealed details of an additional 190 News Connect audience segments through a new data partnership with Red Planet.

Ends.

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