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Sydney

TEG AND FLYBUYS OFFER WORLD-FIRST ANALYTICS SOLUTION FOR BRANDS THAT SPONSOR SPORT & LIVE ENTERTAINMENT

TEG Analytics is proud to unveil **FT Insights & Segments**, a ground-breaking partnership with **flybuys Digital Audiences** that will allow FMCG brands to accurately measure the sales uplift they get from sponsoring and advertising within live sport and entertainment for the first time.

FT Insights & Segments is the first analytics tool in the world to combine shopper data with sports and entertainment transaction data at scale. It will allow FMCG brands to drive and measure product sales uplift by targeting customised and more relevant ads to people who attend sponsored sports and live entertainment events, then close the loop when they shop at Coles both online and offline.

FT Insights & Segments harnesses the power of Australia's most popular loyalty program, flybuys, with 8.6 million active members and the largest lifestyle data set in the country which covers 16 million active customers.

The solution uses a de-identified* data match between entertainment/sports fans and their FMCG purchase behaviours to create a unique audience segment for customer insights, digital activation and sales analysis. Reporting includes identifying the entertainment preferences of FMCG customers, as well as tracking sales uplift and sales over time, including pre and post-campaign period.

Andrew Reid, General Manager of TEG Insights and TEG Analytics, said **FT Insights & Segments** will allow Marketers for the first time to measure the sales uplift they get from sponsoring live events. He said: "We know that live sport and entertainment experiences are unbeatable because they engage audiences stronger than any other experience. Until now, there has been a dearth of measurement data available for brands wishing to assess the uplift they get from live, however.

Mr Reid added: "**FT Insights & Segments** changes all of that and combines two of Australia's most powerful datasets to give brands empirical evidence about the power of live, how it performs for sponsors and how it can increase their ROI."

The **FT Insights & Segments** tool will also support research into the creative design that helps differentiate packaging, advertising and messaging in crowded product categories.

John Merakovsky, Chief Executive Officer of flybuys, said: “We are excited about this unique partnership, which enables Marketers to maximise their sponsorship investments. flybuys Digital Audiences enables brands and media agencies to better understand and more effectively target the right audience, seeing the true outcome using real world purchasing behaviour.”

Laura Daley, Consumer Data Manager for Nestlé Australia, said: “TEG Analytics’ partnership with flybuys is a welcome innovation in our industry, fuelling an audience-led future that will help us plan and measure campaigns with increased efficiency and effectiveness.”

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About TEG Analytics & TEG Insights

TEG Analytics is one of Australia’s leading data analytical and data science businesses with one of the largest customer databases in Australia and more than 16 million unique customer records.

TEG Insights is a leading online research business, providing access to over 1 million consumers across Australia and New Zealand, for market segmentation, behavioural data and insight generation. www.teg.com.au

About flybuys Digital Audiences

flybuys Digital Audiences is a division of flybuys that partners with agencies and brands to help them better engage with key consumer segments. The division uses flybuys’ anonymous and aggregated audience segments 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.

**TEG Analytics and flybuys comply with and take very seriously all privacy and data protection legislation.*

MEDIA RELEASE

