

MEDIA RELEASE



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Sydney

TEG SOLVES KEY MARKETING CHALLENGES WITH DOPPLER™

TEG Insights is proud to announce a breakthrough in market research that brings together its data set of more than 16 million Australians with its consumer panel of more than 1 million to create a research platform that scales and activates research results across all digital channels.

The insights to activation offering, called **Doppler™**, utilises research and first-party data to identify look-alike audiences using spend, lifestyle, geographic and demographic characteristics to accurately replicate research cohorts in a digital form.

Using this method, advertisers can target audiences based on motivation, intent, attitude and awareness, along with the usual attributes like age, gender, location and behaviour. When combined with TEG's data set of 16m, these attributes create audience scale appropriate for many advertisers to digitally target across content, social platforms and connected TV.

Andrew Reid, General Manager of TEG Insights and TEG Analytics, said **Doppler™** solves several marketing challenges using rich data, predictive analysis and unique customer insights, making it unmatched as a research to activation solution in Australia.

“Marketers and brand managers face major challenges in how they accurately identify the characteristics of their consumer market, how they best reach a scalable target audience, and what data they are able to trust to help with these decisions,” said Reid.

“**Doppler™** addresses these challenges with an offering that augments research-derived segments with TEG's unique single-source, first party data**. The advantage to this is that it ensures the accuracy and predictive capabilities of the original segments. In turn, these ‘hygiene’ factors ensure the segment is optimised towards the appropriate market.”

Geoff Jones, Chief Executive of TEG, said: “TEG is uniquely placed in Australia to offer advertisers opportunities to grow their brands and benefit from the explosive growth of live entertainment through multiple routes.



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“One of those routes is via TEG Insights, which understands the passions and motivations of adult consumers in the Australian market. Doppler™ provides marketers the opportunity to flex our unbeatable database to maximise their return on investment.”

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.

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 customer records.

*TEG complies with all privacy and data protection legislation. Survey audience members are not targeted.

**With 16 million unique customer records, TEG has one of the largest first-party consumer databases in Australia. TEG data is attuned to the lifestyle choices and discretionary spend of many households. TEG data appeals to both marketers and researchers with its unique combination of quality, size and transactional characteristics

ENDS

About TEG

TEG is Asia Pacific’s leading Ticketing, Live Entertainment and Technology business. TEG includes Ticketek, TEG Live, TEG Dainty, TEG Analytics, TEG Insights, TEG Digital, Softix, Qudos Bank Arena, Eventopia, Life Like Touring, The Entertainment Store, Brickman Exhibitions and TEG Asia. www.teg.com.au

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