New Zealand Digital Audiences

Property specific audience data for next-level brand engagement

New Zealand Digital Audiences is a new set of NZ centric property segments which help marketers and media buyers to improve engagement with target audiences for brands.

Brands want relevant and timely conversations with the right people at the perfect time, so understanding those people and their needs is more important than ever. A property's data offers a new level of audience insight, telling us a huge amount about the consumers who live inside: from which life stage they're at, to what their next major consumer move may be.

New Zealand Digital Audiences provides effective segmentation for digital advertising to shape conversations with consumers through all leading Demand Side Platforms (DSPs) and Data Management Platforms (DMPs).

World-class partnership

New Zealand Digital Audiences is the result of a partnership between the global leader for local audience data (Eyeota) and CoreLogic as the world's largest property data and analytics company.

Top 3 reasons why:

1 **Direct advertising spend more effectively** with improved online audience targeting performance. Effective segmentation by property location has been enabled by Eyeota appending over 35 billion unique worldwide profiles. This allows advertisers to gain superior property data insights for digital advertising through all leading DSPs and DMPs.

2 **Multi-industry relevancy** ideal for targeting campaigns with postcode segmentation by property type for banking, investing, finance, real estate, corporate, government bodies and more.

3 **Flexible Segment types**
High Capital Gain Property Locations, High Owner Occupier Property Locations, High Renter Property Locations, High Unit Property Locations, High House Property Locations, High Value Property Locations, Low Value Property Locations, Long Tenure Property Locations, Medium Tenure Property Locations, Short Tenure Property Locations, Large Sized Property Locations, Medium Sized Property Locations, Small Sized Property Locations.

Why choose CoreLogic?

▶ **NZ expertise**
Through our extensive capabilities and local experience, we understand your unique business challenges

▶ **Best data**
We enable confident business decisions with trusted and highly accurate land and property data that is truly fit for purpose

▶ **Global strength**
Backed by CoreLogic in the United States, UK and Australia, we leverage the wider power of their capabilities and localise it to fit our unique market

▶ **Specialist knowledge**
Intelligence that makes an impact comes from specialised knowledge combined with customised content

▶ **Solution depth**
Our range of innovative services provides a platform for you to get the outcomes you need.

Broad platform integration
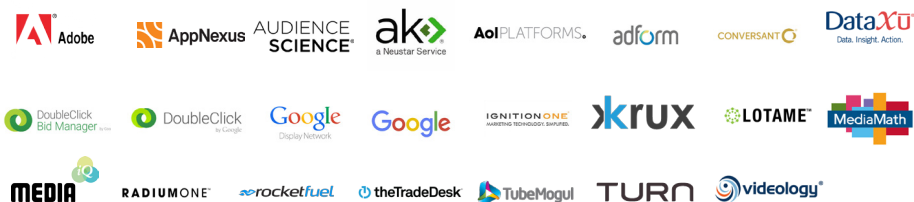
*Not all integrations available in NZ

Technical overview

Postcode Segmentation data is derived from over half a billion data decision points via public, contributory and proprietary sources spanning over three decades of collection and provides detailed coverage of property and other factors such as tenancy, location, hazard risk and related performance information.

Eyeota's proprietary heuristic onboarding methodology via common attributes/keys is used to match CoreLogic offline profiles to Eyeota's online profiles which are then mapped to segments.

About Eyeota

▶ The global leader for local audience data with over 1.8 billion unique profiles.

▶ Provide marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their audiences more widely.

▶ In addition, the data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings.

▶ Eyeota supplies third party audience data to all major global and regional ad buying platforms, trading desks, DSPs, DMPs and ad networks.

▶ For more information, visit www.eyeota.com.

Kevin Tan, CEO of Eyeota, says: *"Investing in property is an important decision, and buyers are always keen to make the best choices. CoreLogic's data offers excellent scale and reach, which is a key factor when considering high quality audience data. The Real Estate Indicator data is important for marketers and media buyers to understand their target audiences' needs and serve them with relevant ads. We are excited to establish our relationship with CoreLogic."*

Greg Dickason, CoreLogic Executive General Manager Product Solutions, says: *"We are proud to welcome Eyeota into our CoreLogic partner programme. Eyeota's substantial online data audience reach and segmentation combined with our deep property data will result in enhanced services to our mutual customers. We are excited about some of the new Eyeota offerings using CoreLogic data and analytics."*

Liz Eden, CoreLogic Client Executive comments: *"Many consumer decisions are based around life-stage. Property is NZ's #1 preferred asset, vastly outperforming all other types. The home can play a huge part in helping marketers and media buyers understand next best and likely actions. NZ Digital Audiences offers NZ-centric data to help shape conversations and allow marketers and media buyers to target the right people at the right time. It's a very exciting proposition to be bringing to the market".*

corelogic.co.nz

To find out more about how NZ Digital Audiences call 0800 355 355 or email info@corelogic.co.nz