# Delivering with Customer Insights

Within Campaign Targeter you can choose 'who' you want to target. It's on the left of the screen. In this section there are consumer insights to help you locate and deliver promotional mail to a specific target market, customer segment or reach individuals who engage in an activity, share specific interests or values.

## How it works

1. Select customer insight options

2. View your selected audience on the map

3. Target campaign delivery
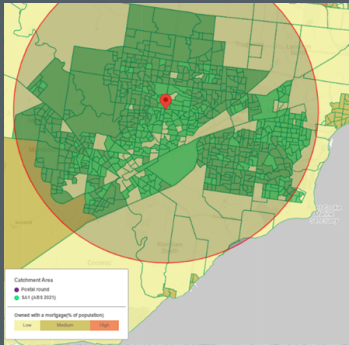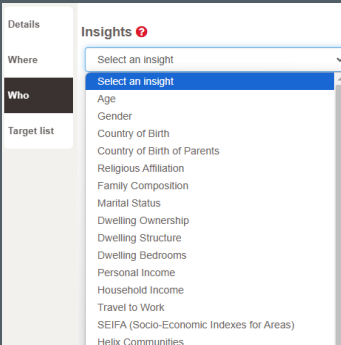


## Customer Insight Options

| | |
| --- | --- |
| Helix Personas | Select from 55 Helix Personas® and 7 Communities to locate and view your target customers. |
| Socio-economic | Target areas by SEIFA score, a measure that combines Census data such as income, education, employment, occupation, housing and family structure to summarise the socio-economic characteristics of an area. |
| Demographic | Demographic data from the Census allow you to target customers on age, gender and household income. |

## How might Customer Insights work for me?

| Business Type | Target your ideal customer |
| --- | --- |
| Tourism | Those with a high interest in and the means to travel |
| Financial services | Those looking to invest in their future |
| Entertainment and leisure | Target promotions based on audience age or income |
| Support Services | Market your services to older Australians looking for a little extra help around the home. |
| Real Estate | Advertise in areas with property development opportunities and community growth |
| Utilities/communications | Advertise to consumers who are seeking a fairer deal |