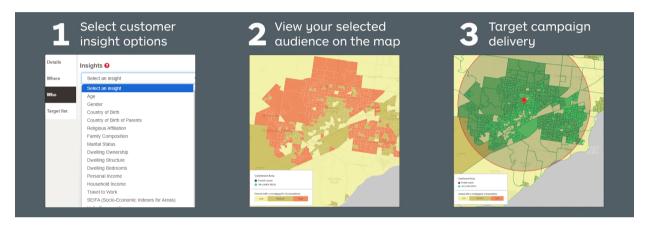# Introducing Customer Insights

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 reach your target audience. Use customer insights to locate a specific audience or target 'like' customers. Combine customer insights with the geographic targeting capabilities of Campaign Targeter to more effectively plan your promotional mail campaign.

1 Select customer insight options

2 View your selected audience on the map

3 Target campaign delivery

Types of customer insights

Helix Personas® Helix Personas By Roy Morgan Research	Helix Personas® is a unique and powerful consumer segmentation methodology that combines sophisticated psychographic and behavioural data to classify the Australian population using a combination of Roy Morgan single source data and third-party data sources. Within Campaign Targeter, you can select from 55 Helix Personas® and 7 Communities to locate and view your target customers while mapping your campaign.
Demographics and Socio-economic data from the Australian Bureau of Statistics	Demographics from the Census allow you to target customers by age, gender, personal and household Income, country of birth, religious affiliation, dwelling type and ownership, SEIFA score (Socio Economic Indexes for Areas) and many more.

To learn more about Helix Personas®, visit: **helixpersonas.com.au**

To learn more about the ABS Census Data and SEIFA Score go to: **abs.gov.au**

For more helpful information and to register, visit: **auspost.com.au/campaigntargeter**