

MADE FOR YOU

A framework to deliver a highly personalised and targeted brand messages at scale for TTAS.

A campaign that connects not just to audiences, but to individuals through:

CUSTOM SEGMENTS

Reaching the right person at
the right time

TAILORED MESSAGING

That feels personal, not
generic

MADE FOR YOU

A framework to deliver a highly personalised brand message at scale for TTAS.

First Time Visitor

The Curious Explorer

- Travel – In-Market for Holidays and Travel
- Lifestyle – Eating Out (APAC)
- Education – Undergraduate (APAC)
- Housing – First Home Buyers (APAC)
- In-Market for Air Travel
- Experian – Savings Purpose > Vacation
- Experian – First Home Buyers
- TTAS Data-Match

338K Listeners
Potential Per Month

Return Visitor

The Depth Seeker

- CPG – Food & Drinks
- CPG – Craft Beers (APAC)
- CPG – Wine (APAC)
- Interest – Museums, Art and Culture
- Lifestyle – Environment / Eco-conscious (APAC)
- CPG and FMCG: US – Interest – Beverage – Alcohol – Wine
- Home and Garden: Interest – Home Improvement
- Experian – Investors
- Experian – Monthly Household Disposable Income > \$1,740
- International travel intent
- TTAS Data-Match

292K Listeners
Potential Per Month

Premium / Luxury Visitor

The Conscious Connoisseur

- Automotive – Luxury Car Owners
- Income \$70,000+ (APAC)
- Lifestyle – Vegan or Vegetarian diet (APAC)
- Lifestyle – Healthy Living – Fitness & Exercise (APAC)
- Investment & Wealth – Net Worth – Greater than \$499,999
- Occupation – White collar
- Experian – Business Travellers – Domestic Flights
- Experian – Monthly Household Disposable Income > \$1,740
- Experian – High Net Worth

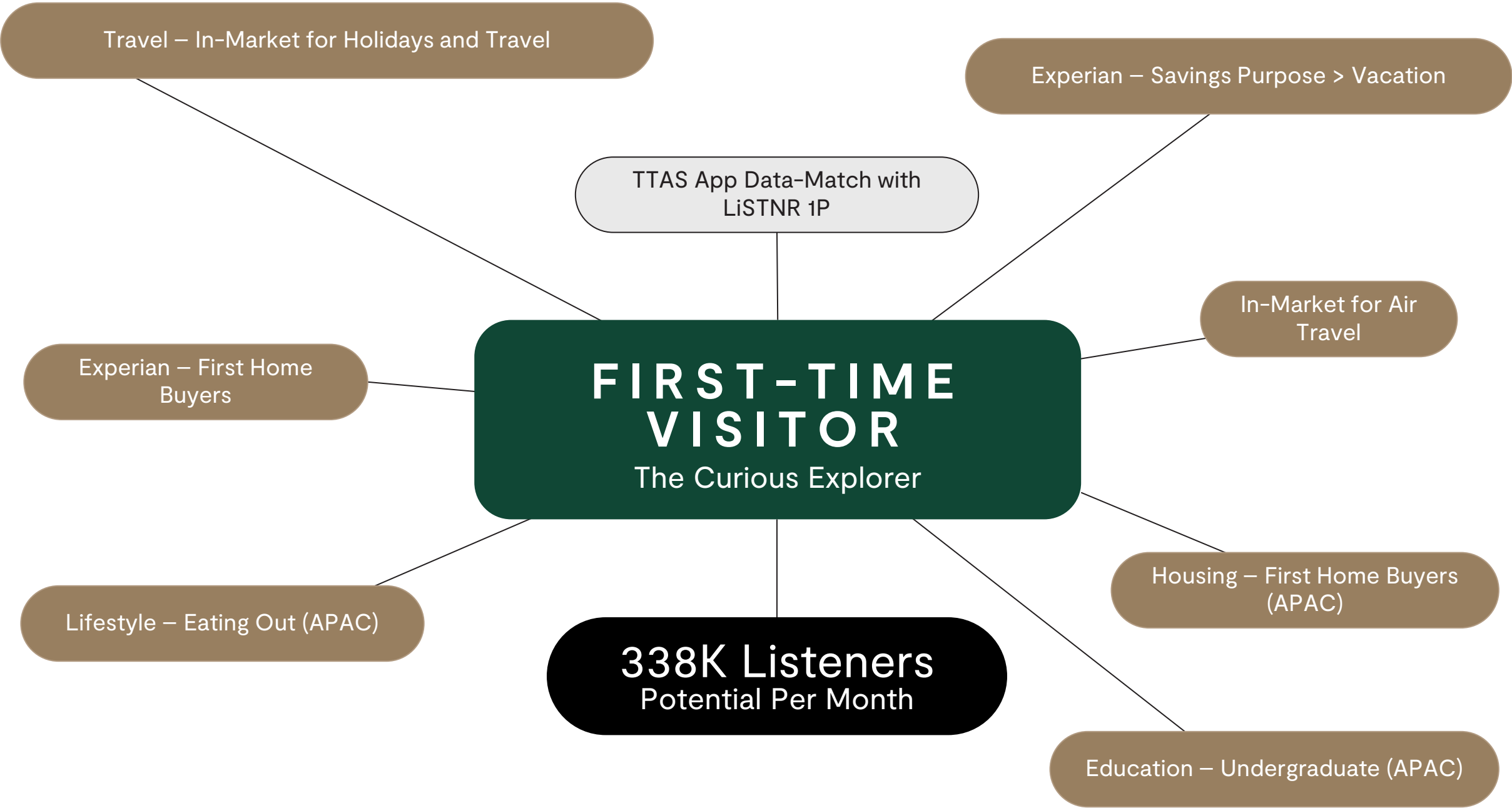
671K Listeners
Potential Per Month

Families & Larger Groups

The Memory Maker

- Parenting – Household with Children (APAC)
- Parenting – New Parents (APAC)
- Travel – Road Trip Travellers
- Demo: Family – Parents
- Dining – Casual Restaurants
- Experian – Family Composition > Couple with Kids Under 18

366K Listeners
Potential Per Month



First-Time Visitor Tailored Messaging

**“TASMANIA:
COME DOWN
FOR AIR...”**

SCA

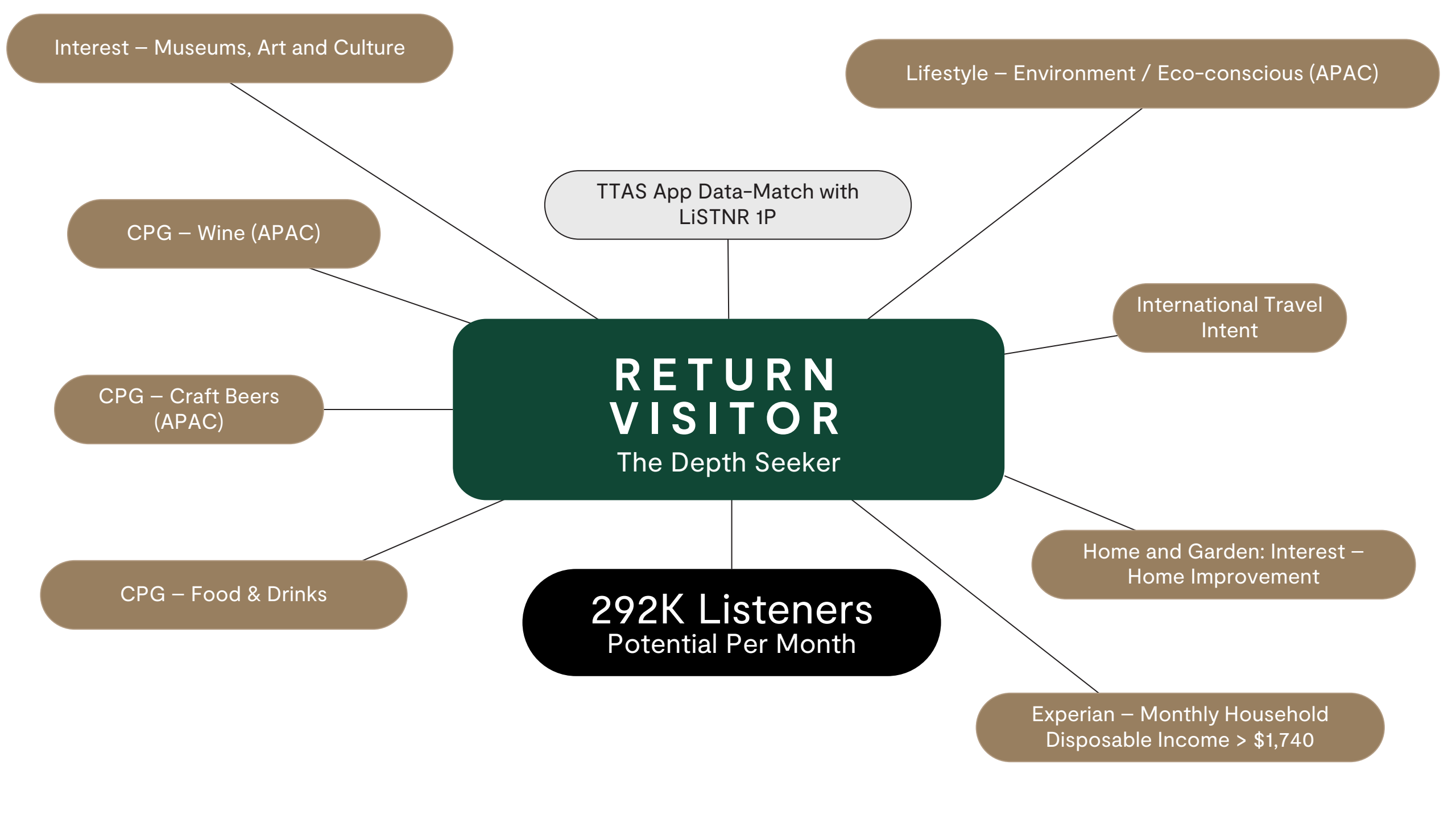
Segment:
First-Time Visitors

PRODUCT:
Streaming & Podcasting

TRIGGER:
The Curious Explorer

SFX:
TTAS Sonic Trigger

MUSIC:
TTAS Custom



Return Visitor Tailored Messaging

**“TASMANIA:
COME
BACK DOWN
FOR AIR ...”**

SCA

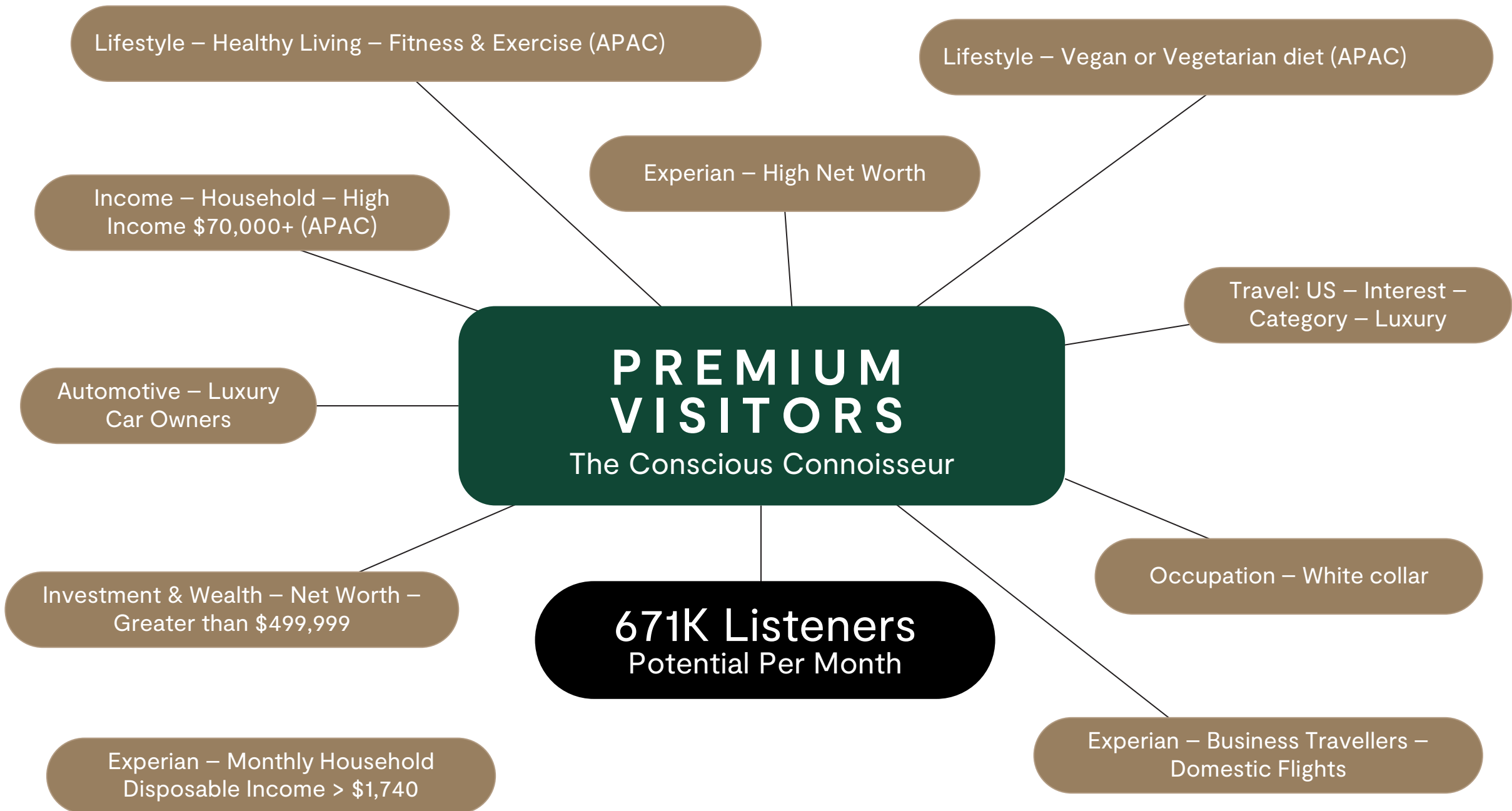
Segment:
Return Visitors

PRODUCT:
**Streaming & Podcasting &
Data Matching**

TRIGGER:
The Depth Seeker

SFX:
TTAS Sonic Trigger

MUSIC:
TTAS Custom



Premium Visitor Tailored Messaging

**“TASMANIA:
COME DOWN
FOR
LUXURY...”**

SCA

Segment:
Premium Visitors

PRODUCT:
Streaming & Podcasting

TRIGGER:
**The Conscious
Connoisseur**

SFX:
TTAS Sonic Trigger

MUSIC:
TTAS Custom

FAMILIES & LARGER GROUPS

The Memory Maker

Parenting – Household with Children (APAC)

Parenting – New Parents (APAC)

Travel – Road Trip
Travellers

In-Market for Air
Travel

Dining – Casual
Restaurants

Demo: US – Family – Parents

Interests – Golf

366K Listeners
Potential Per Month

Experian – Family Composition >
Couple with Kids Under 18

Family Visitor Tailored Messaging

**“TASMANIA:
COME DOWN
FOR
MEMORIES...”**

SCA

SEGMENT:

Families & Larger Groups

PRODUCT:

Streaming & Podcasting

TRIGGER:

The Memory Maker

SFX:

TTAS Sonic Trigger

MUSIC:

TTAS Custom

Through combining custom
segments and tailored messaging,
we'll create a campaign that's
MADE FOR YOU.

Building trust in a
category where it's rare

Shifting behaviour,
not just perception

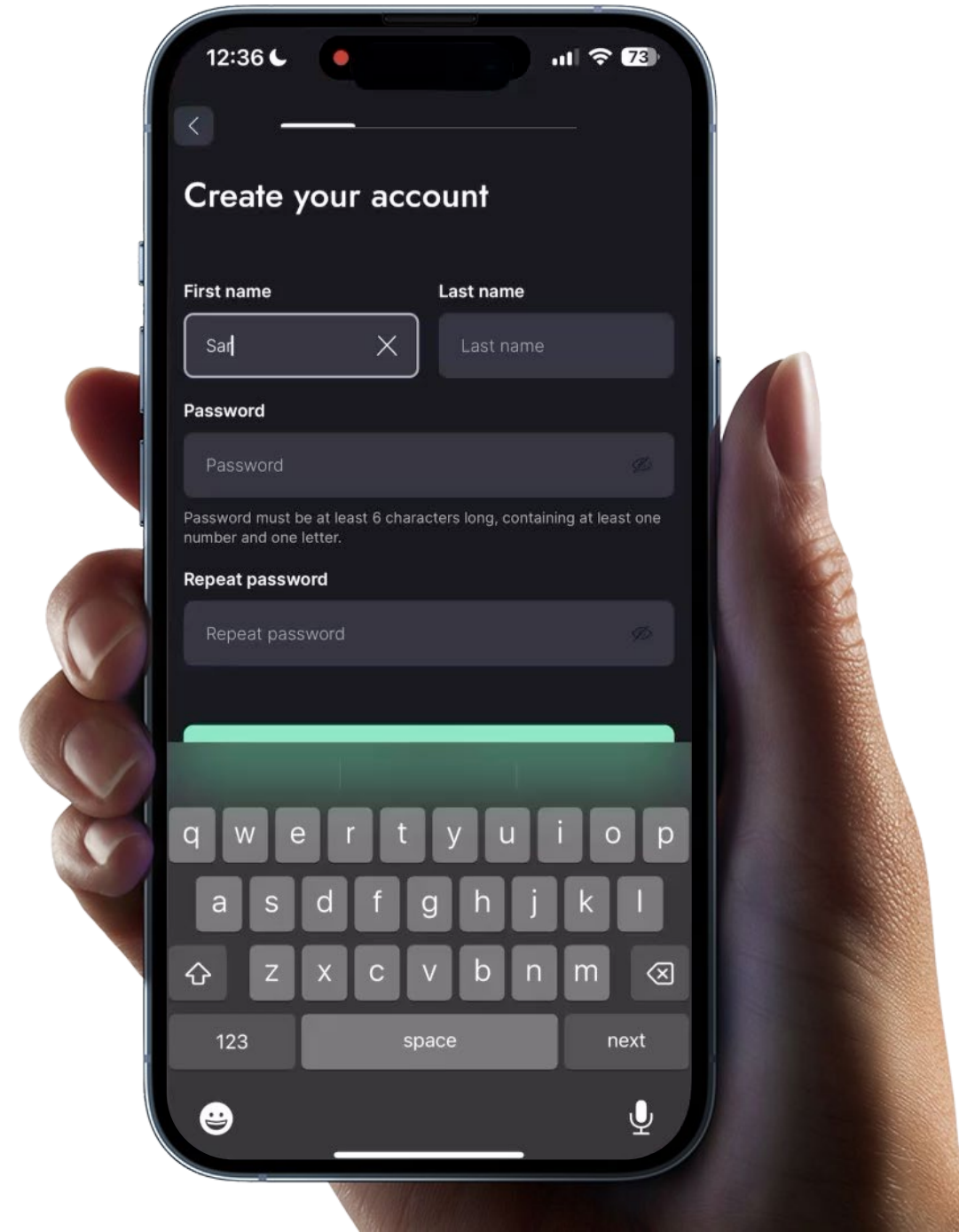
Making audiences feel like
their goals aren't just
understood, but backed

How Our Segments are Built – 1st Party Data

LiSTNR's first-party data is sourced directly from information provided by listeners when they sign up to the platform including details such as name, age, gender, postcode, and email. This information is securely stored in-house, forming the foundation of our data ecosystem.

Beyond basic demographics, we gain deeper insights by tracking listener interests through the content categories they select – such as Finance, Comedy, Society & Culture, or Education. This allows us to build rich audience profiles, helping us better understand who our listeners are and the types of content they engage with most.

SCA





How Our Segments are Built – 3rd Party Data

Third-party data is matched with our first-party data to go beyond basic identifiers and content selections allowing us to build a more complete picture of our audience. This includes deeper insights into listener attributes, behaviours, and financial habits.

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While third-party providers typically don't disclose exact data collection methods, financial segmentation is generally derived through one of three common sources:

- 1. Budgeting Apps (e.g. WeMoney):**
These free tools offer users financial management, and in return, sell anonymised data to third parties. This provides insights into user spending behaviours, income brackets, account types, and more.
- 2. Loan/ credit applications (Disclosed information)**
When users apply for credit cards, personal loans, or home loans, they disclose detailed financial information including income, debts, and spending habits. Some service providers may then anonymise and on-sell this data to third-party aggregators, giving insights into audience financial profiles and behaviours.
- 3. Search Patterns & Cookie Data**
By tracking online behaviours such as search activity, site visits, and content engagement data providers can build robust user profiles. For example, if someone frequently searches for property, browses investment websites, or reads financial news and reviews, this signals intent and financial interest. These insights help define behavioural segments tied to life stage, financial goals, or purchase intent.

1

Data ingested into LiSTNR Cleanroom where it can be matched against:

LiSTNR signed in user base, enhanced with ANZ & Visa spend data

2

From this matching, advertiser can see a number of important data points for the development of powerful campaigns

3

Once data is ingested to the LiSTNR Cleanroom, the LiSTNR team will uncover useful data points to assist in guiding creative execution.

4

Once fully enabled, advertiser can execute, monitor and optimize campaigns.

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