

Australia's deepest consumer dataset, resolved to the household.

First- and third-party consented data, linked to a single household profile — not a postcode, not a demographic guess. Refreshed monthly, never stale.

19.5M+

CONSUMERS

30B+

MONTHLY SIGNALS

500+

ATTRIBUTES

11.8M

PROPERTIES

HOW IT'S BUILT

Consented first- and third-party data, resolved to the household and refreshed monthly. Movement, spend, attributes and transactions are linked to one household profile across Australia.

COMPLIANCE

Consent at source, annual contributor audits, and an end-to-end opt-out across the data flow, under the Australian Privacy Act 1988. Exact counts, match rates and per-record detail sit in the full data sheet, shared with account teams on request.

WHAT YOU CAN DO WITH IT

- **Location insights** — understand any market or catchment at household level.
- **Audience segments** — pre-built or shaped to your brief.
- **Enrichment** — deepen your own first-party data.
- **Activation** — privacy-safe across every major DSP, SSP and walled garden.

Want the exact numbers?

The full data sheet — signal counts, match rates, per-record detail — is available to account teams on request.