TelmarHelixa

Discover deeper audiences, faster & unlock growth opportunities your current platform misses.

See beyond the surface. Turn insights into growth.
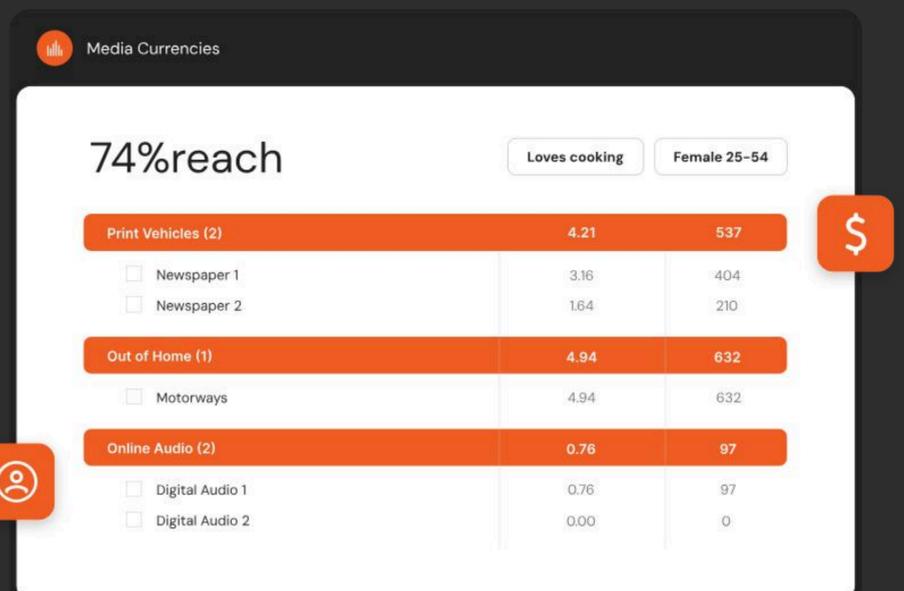
Searches #zalando

Clicks on Zalando ad

Uncover Growth You Didn't Know Was There

Too many tools give you "audiences" you already know about. Discover digs deeper, using machine learning and a dynamic taxonomy to surface critical segments your competitors miss, giving you first-mover advantage.

Move Past The "Who" To The "Why"

Most insight tools tell you who your audience is, but not why they behave the way they do. Discover reveals the motives, behaviours and social context behind your segments, letting you craft more powerful messaging and creative.

Media Currencies

74%reach

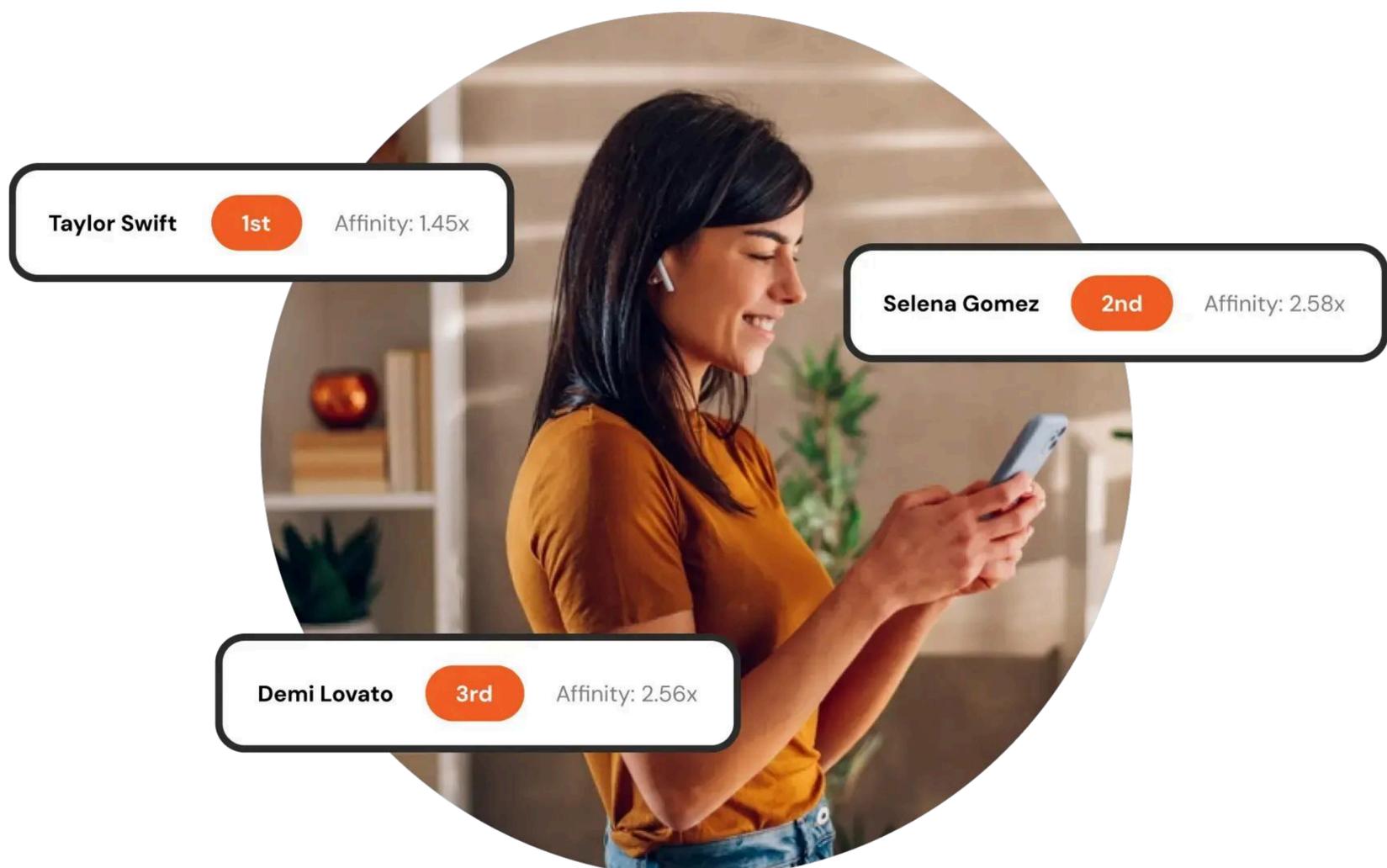|	Loves cooking	Female 25-54
Print Vehicles (2)	**4.21**	**537**
☐ Newspaper 1	3.16	404
☐ Newspaper 2	1.64	210
Out of Home (1)	**4.94**	**632**
☐ Motorways	4.94	632
Online Audio (2)	**0.76**	**97**
☐ Digital Audio 1	0.76	97
☐ Digital Audio 2	0.00	0

Book a Demo

Get From
Insight to Impact
in Minutes,
Not Weeks.

Say goodbye to long research cycles, multiple exports and tool-hopping. With Discover, you go from raw data to campaign-ready segments with one workflow, giving you a huge speed advantage and freeing up hours of time for your teams.

Work Smarter, Not Harder

Stop managing five platforms, spreadsheets and manual merges. One platform, one view, one way of working, so your team can spend time on ideation and activation, not administration.

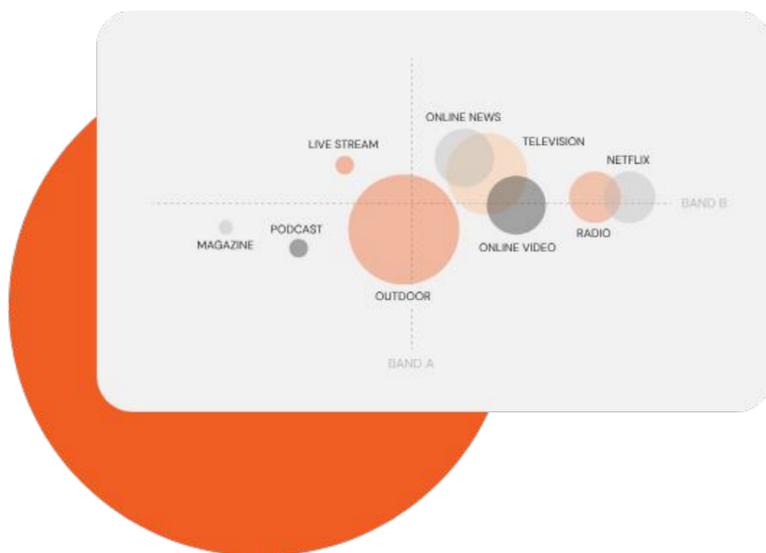| Taylor Swift | 1st | Affinity: 1.45x |
| Selena Gomez | 2nd | Affinity: 2.58x |
| Demi Lovato | 3rd | Affinity: 2.56x |

Book a Demo

WWW.TELMARHELIXA.COM

A What sets TelmarHelixa Discover apart?

Global Scale,
Trusted Expertise

Discover goes beyond technology, built on partnerships with the world's leading research providers and supported by experts across markets. With global data relationships and local support, you gain insights you can trust and a partner who understands the challenges of scaling strategy worldwide.

√x Cluster Analysis

■ Variables ■ Recommended Variables ■ User Selected Variables

Likely to choose Whiskey brands such as Maker's Mark

ONLINE NEWS
LIVE STREAM
TELEVISION
NETFLIX
MAGAZINE PODCAST
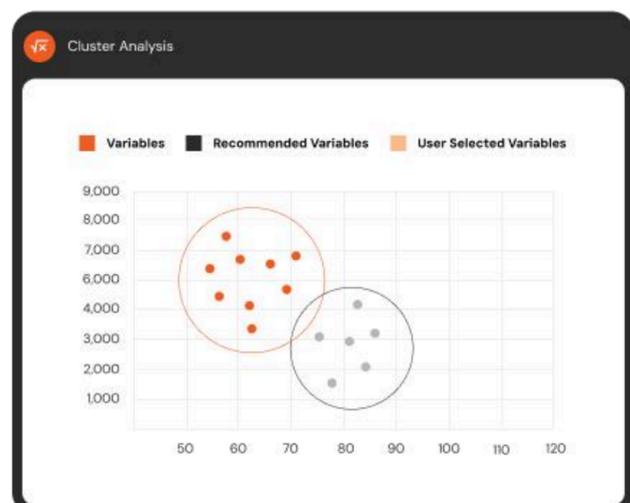ONLINE VIDEO RADIO
OUTDOOR
BAND B
BAND A

Built to Scale

Whether you are exploring a single audience or mapping multiple markets, Discover is engineered to grow with your needs. From rapid segmentation to weekly data updates, it gives you speed, depth and flexibility to keep pace with evolving strategies and expanding teams.

Easy to Adopt

Discover is designed to get you to insights instantly. With intuitive dashboards, instant segmentation, and built-in data storytelling, you can move from analysis to action in minutes, no steep learning curve, no complicated switch.

√x Cluster Analysis

■ Variables ■ Recommended Variables ■ User Selected Variables

Likely to choose Whiskey brands such as Maker's Mark

How does TelmarHelixa compare to other platforms?

Features	TelmarHelixa	Other Social Audience Insights Platforms
Adaptive Taxonomy Discover has a unique taxonomy that adapts to insights signals and audience behaviors	✅	✕
Audience Depth Discover surfaces deeper insights by fusing diverse data sources and applying machine learning to reveal the hidden patterns that define real audiences.	✅	✕
Multiple Social Data Sources in a Unified Platform Multiple behavioral signals in one place give a more holistic audience view.	✅	✕
Data Weighting Weighted to US Census for national representation and accuracy.	✅	✕
True Fusion Discover unifies social signals and syndicated surveys into one integrated audience view.	✅ GWI (global), Kantar (UK), MRI (US)	✕
Audience Uniqueness Richer, more accurate audience insights that reveal growth markets, connect with the right users, and foster lasting loyalty. Real detail of communities and cultures.	✅	✕
Hyper Local Targeting Discover's Greater geographic precision supports localized targeting.	✅ 950 areas	✕
Custom Uploads With Discover, you can integrate brands, campaigns, and influencers for focused tracking and analysis.	✅	✕
Segmentation Power ML in Discover instantly surfaces distinct audience segments, fueling more nuanced strategy and persona building.	✅ Up to 15 segments	✕ 2-3 segments
Global Fusion 20 countries, 1.5 million consumers, weighted to population benchmarks with an adaptive taxonomy in one single platform.	✅	✕

Book a Demo

TelmarHelixa

Discover What Makes **Your Audience Unique** in Seconds

TelmarHelixa is setting a new standard in Audience Insights and Media Planning Intelligence. We'd be glad to showcase the scale, speed, precision, and impact of our connected suite.

Book a Demo