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Seven, Circana and Experian connect the dots

New collaboration brings together purchase data, consumer profiling, audience activation

The Seven Network today announced a new collaboration between its REDiQ data platform, consumer behaviour company Circana, and data and identity firm Experian that will give brands and agencies a richer, more actionable view of Australian shoppers.

Launching on 17 August, the three-way arrangement combines Circana's verified purchase data with Experian's consumer profiling and REDiQ's base of 15.5 million verified [7plus](#) users. Brands will be able to plan, target and measure campaigns against audiences built on a combination of real-world purchase behaviour, demographic and household attributes, and lifestyle signals.

Seven's Director of Data and Growth, Andrew Brain, said the collaboration addressed a longstanding gap in how purchase data is used in media campaigns.

"Circana provides verified purchase intelligence, Experian helps us understand who they are inside REDiQ, and together that enables us to visualise insights and activate at scale," he said. "The result is precision targeting, smarter media investment and measurable commercial outcomes."

Mr Brain said each of the three components contributes a distinct layer to the combined capability. Circana ProScores bring verified purchase behaviour, category spend, brand loyalty and switching signals. Experian adds demographics, household composition, affluence, life stage and lifestyle segmentation. REDiQ provides authenticated reach and deterministic targeting across all digital channels at scale, including 7plus, digital audio platform LiSTNR and digital publishing.

"The end result enables brands to reach high-value shopper segments with greater precision than existing retail media approaches, and to connect media investment directly to sales outcomes," he said.

"This is about building the most complete and actionable view of the Australian shopper. We can now identify audiences based on what they buy, who they are and how they live – and then reach those people with advertising across digital platforms using verified customer data."

The collaboration covers the full campaign cycle. In the planning phase, brands can build audience segments based on verified purchase history, household characteristics and category demand signals. During a campaign, creative and messaging can be

aligned to specific household profiles and purchase behaviours. After a campaign, media exposure can be attributed to real-world purchase outcomes and incremental sales lift measured.

A key benefit of the arrangement is the ability for brands to extend data-driven insights and campaigns into retail media ecosystems, giving brands access to incremental insights through REDiQ.

Jarna McLean, Director of Strategic Growth at Circana, said: “Combining purchase intelligence with Experian’s consumer enrichment and REDiQ’s activation capabilities enables brands to move from insight to action faster, delivering measurable improvements in targeting precision and return on investment.

“Built on REDiQ’s privacy-first, authenticated data framework, the solution ensures compliant, secure and responsible data use while delivering scalable, actionable audience intelligence across Australia.”

In 2024, Seven launched REDiQ4U, giving agencies and marketers direct access to the platform’s consumer insights. 7plus insights will soon be accompanied by digital audio insights with LiSTNR to be added later this year, allowing REDiQ4U to draw-on more than 3,000 real-world and digital data points. REDiQ4U includes partnerships with Westpac DataX, CarExpert, Raiz, Equifax, LandmarksID, Weatherzone and Circana.

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About Southern Cross Media Group

Southern Cross Media Group (ASX:SXL) is one of Australia’s most prominent media companies, with a market-leading presence across broadcast television, audio, publishing and digital.

The company owns some of Australia’s most renowned media businesses and platforms, including the Seven Network and its channels 7two, 7mate, 7flix and 7Bravo; [7plus](#); [7NEWS.com.au](#); [LiSTNR](#); the Hit and Triple M radio networks; [The Nightly](#); *The West Australian*; *The Sunday Times*; and [PerthNow](#).

The Seven Network is also the broadcast partner of the AFL, Cricket Australia, Supercars, the **2026 Rugby League World Cup** and the **Glasgow 2026 Commonwealth Games**.

**About Circana**

Circana is a leader in providing technology, AI, and data to fast-moving consumer packaged goods companies, durables manufacturers, and retailers seeking to optimise their businesses. Circana's predictive analytics and technology empower clients to measure their market share, understand the underlying consumer behaviour driving it, and accelerate their growth. Circana's Liquid Data™ technology platform is powered by an expansive, high-quality data set, and intelligent algorithms trained on six decades of domain expertise. With Circana, clients can take immediate action to future-proof and evolve their growth strategies amid an increasingly complex, fast-paced, and ever-changing economy.

About Experian

Experian is a global leader in data and identity, providing consumer insights, demographic profiling and addressable identity solutions that enable more precise targeting, personalisation and measurement.