

emma and DBM partner to deliver Australia's most comprehensive source of consumer data for the financial services industry

[emma](#) (Enhanced Media Metrics Australia) and data empowered consultancy [DBM](#) today announced a strategic partnership to create a world-class product combining the financial attitudes, intentions and actual behaviours of consumers with demography, lifestyle and media consumption data.

emma becomes DBM's sole media audience insights provider and, under the agreement, emma audience data is available to DBM subscribers to enrich consumer insights and contextualise DBM's industry-leading financial data. An integrated database has been created to support new customer acquisition and growth strategies for the financial services industry.

DBM is the emergent force in consumer financial data, blending Australia's most robust survey methodology with deep data analytics to deliver more accurate, granular and actionable market intelligence for financial institutions. DBM's client base includes more than 40 financial services brands in banking, insurance and wealth management, including three of the Big 4 banks.

DBM's '[Consumer Atlas](#)' is the largest ongoing survey of Australian financial customers, tracking attitudes, intentions and behaviours with respect to their financial services providers. In partnership with emma, the data is fused with multiple sources such as media consumption and demographic segmentation to support strategy development for new customer acquisition, share-of-wallet growth and retention, monitoring the effectiveness of initiatives, evaluating the impact of key events, managing advocacy and identifying priorities for action.

emma will provide DBM subscribers with access to valuable media audience data from its survey of more than 40,000 Australians, including media consumption habits along with lifestyle and demographic insights.

[The Readership Works](#) General Manager, Mal Dale, said: "Our partnership with

DBM is another important step in emma's development. DBM shares a similar philosophy of commitment to innovation, accuracy, transparency and collaboration. The partnership will provide the most accurate, granular and actionable market intelligence on consumers' relationships with their financial providers."

DBM Managing Director, Dhruva Gupta, said: "DBM's partnership with emma is the next step in our development of the most comprehensive financial services data ecosystem in Australia. DBM's data ecosystem now includes Australia's largest financial services survey, the power of emma data, plus social media analytics."

Using data collected from Australia's most customer-centric financial survey programs Consumer Atlas and the Business Financial Services Monitor (BFSM), DBM is hosting the inaugural Australian Financial Awards in Sydney on February 27th.

See the wrap-up of the Australian Financial Awards [here](#).