

CASE STUDY

# CONNECTED INTELLIGENCE PLATFORM.





# TODAY'S AGENDA

01

What is Connected  
Intelligence?

02

Target audience

03

Stakeholders

04

Challenges

05

Solution





A man with a beard is wearing an Oculus VR headset. The scene is dark, with the headset and the man's face being the primary light sources. The word "oculus" is visible on the front of the headset. The text "WHAT IS CONNECTED INTELLIGENCE?" is overlaid on the image in white, with a red dot at the end of the word "INTELLIGENCE?".

WHAT IS  
**CONNECTED**  
**INTELLIGENCE?**



# WHAT IS CONNECTED INTELLIGENCE?

The Connected Intelligence platform is a suite of customer engagement tools powered by Red Planet. The tools use Red Planet data to allow the user to deep dive into the behaviors and drivers of a selected audience so the client can better tailor their engagement strategy to suit them.

Connected Intelligence will enable organizations to gain audience insights – based on Qantas Loyalty data about demographics, psychographics and consumer intent. Among other things, this information enables the preparation of marketing strategies and campaign plans. Customers will ultimately be able to connect with their audiences across a variety of non-digital and digital channels.





A dark, curved tunnel with a tiled floor and a curved ceiling. Several people are walking away from the camera, their figures silhouetted against the light at the end of the tunnel. The text "TARGET AUDIENCE." is overlaid in white, with a red dot at the end of the word "AUDIENCE".

TARGET  
AUDIENCE.



# TARGET AUDIENCE

The platform was designed to be used by product designers, marketers and strategists from agencies and other marketing houses to define a target audience, and view insights about that audience.



Product  
Designers



Marketers



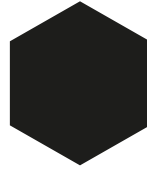
Strategists



KEY  
STAKEHOLDERS •



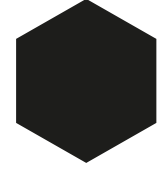
KEY  
STAKEHOLDERS



Red Planet  
business sponsor



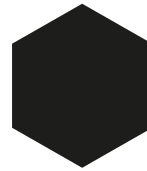
Product owner



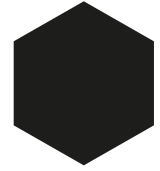
Commercial  
team



Media team



Marketing  
managers



Data owners

A black and white photograph of two cyclists racing on a road. The cyclists are in a low, aerodynamic position, leaning forward. The background is heavily blurred, suggesting high speed. The word "CHALLENGES." is overlaid in the center in a white, sans-serif font, with a small red dot at the end of the period.

CHALLENGES.

# CHALLENGES

A brand new team needed to be recruited and upskilled, which took time. This team then faced a number of challenges. Multiple teams within Qantas Loyalty were responsible for delivering some underlying technical capabilities, which meant it took a long time to architect the overall technical solution, making it harder to finalize the UX design.

Usability testing and other user and customer research had to be organized via commercial managers since they owned the relationship with the clients.

A complex data ecosystem with multiple data sources, tight timeframes with ongoing changes in scope, multiple owners of the technical solution (with different opinions about what to do) introduced further challenges.





REQUIREMENTS.





# REQUIREMENTS

Improving technical agility was a key factor in the decision to fund the development of Connected Intelligence. The legacy Tableau-based platform had been heavily customized, making it very difficult to update. One simple change took a long time to go through – making it hard to respond to client’s needs. The way the data engine had been built was overly complex. When Qantas Loyalty tried to make further changes the legacy system just ground to a halt.

We had to shift to a different technical solution if we wanted to scale. We needed a solution that was scalable and easy to iterate – since it's a new product and we were continuing to add new features. We also wanted to make it easier for our clients to understand and use the customer insights – the way the UI was designed previously gave a lot of information but it was difficult for our users to interpret it and figure out how to act on the insights gained.



A hand is shown holding a black, handheld electronic device. The device has a prominent circular button in the center, which the thumb is touching. Above this button is a small circular button with three horizontal lines. The device has a cylindrical top section with two small protrusions on either side. The background is dark and out of focus. The text 'THE SOLUTION.' is overlaid on the left side of the image.

THE  
SOLUTION.



## THE SOLUTION

The new product was intended to be a one stop shop to meet all of the client's customer engagement and digital marketing needs. They need be able to choose the audience they want to target, then decide on how to target them based on their purchase drivers, attitudes, values and behaviors – and through which marketing channels.

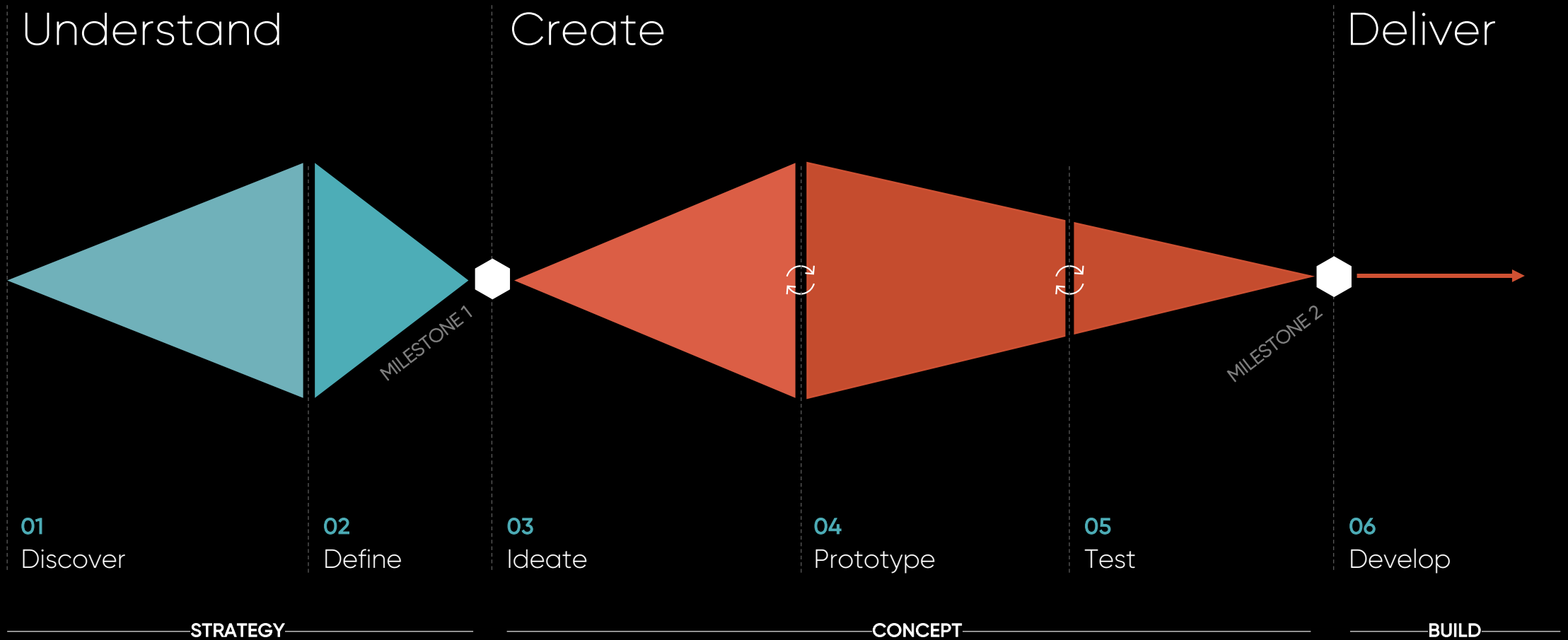
At the moment, some parts of the platform are just a frontend solution where the request goes to the media team. Later, the plan is to connect these user interfaces to a media buying platform. This will execute the marketing plan formulated by the client based on the insights supplied about the target audience, how and where to target them for best effect.





USING  
DESIGN  
THINKING.

# DESIGN THINKING PROCESS





# DESIGN THINKING APPLIED.

- Conducted customer research to validate the concept with marketing and commercial managers.
- Built prototypes which were tested with internal marketing team.
- Design Systems



# DESIGN THINKING PRINCIPLES

01

Simple

03

Easy on the eye

02

Visual

04

Usable and useful



01

# DESIGN PRINCIPALS – SIMPLE

The UI needed to 'get out of the way', because the analytics filters and the reports were going to be complicated enough as it was (both perceptually and cognitively). The simplicity principle was achieved by:

- Using different shapes, styles and colors of icons in the navigation to what were used in the report
- Pushing navigation to either side of the screen unless active, instead of using a top nav, so that the reports could occupy the center of the screen
- Limiting the use (and intensity) of color in the UI.

We also collapsed areas of the UI in the main area of the screen down into tabs and accordion, and summarized the selected filters with chips.





02

# DESIGN PRINCIPALS – VISUAL

Within the UI, things were represented visually where possible. For selecting audiences this included illustrated cards to explain the options, venn diagrams, & icons for target audience attributes. The reports were also highly visual, and summarized – while enabling users to drill-down into areas of interest.

This use of visual representation enable users to process the information faster than they would do with text alone. It also enables them to offload from their working memory onto their visual perceptual system. This frees up cognitive resources, enabling them to think more about which filters to choose, and what the reports produced by the tool actually mean.



02

# DESIGN PRINCIPALS – VISUAL

These visual features worked very well and received positive feedback when usability testing using a clickable prototype. An early dev-prototype version of the tool was also tested, which didn't align with the UX and visual design. By comparison participants found it overwhelming. They found it harder to select an audience.

Without the visual design, most participants were not able to derive insights from most sections of the report, when questioned about what they thought each section was telling them.



03

# DESIGN PRINCIPALS – EASY ON THE EYE

Another principle was 'easy on the eye'. This principle was selected because – unlike a marketing website, this was to be a tool (like Excel) that people might need to be looking at for hours.

This principle was met by using lower saturation, analogous colors – and restricting the use of bright contrasting color. This reduces eye strain, because the lens does not have to change shape constantly to focus the different wavelengths (colors) of light on the retina.





04

# DESIGN PRINCIPALS – **USABLE & USEFUL**

Usability testing enables you to identify and improve less intuitive and user-friendly areas of a UI. However, intuitively knowing how to use something, and being able to use it with ease, does not necessarily make it useful. To have a shot at meeting our sales targets, we needed a product that was both usable and useful.

Prospective customer segments were defined, and interviews were conducted to establish whether or not there was a need for a product like Connected Intelligence in the market. A latent need was confirmed. Funding was approved to hire the rest of the team, which included UX / UI designers.

Once the design team was onboard, we interviewed representative users – mapping how they performed the key activities that they'd ultimately use the product for.



04

# DESIGN PRINCIPALS – USABLE & USEFUL

We identified what their current pain points were, how best to represent information for maximum insight, and what the key opportunities for improving the user experience and utility of the product were.

Having identified optimal workflows and information representation – we aligned the flow of interaction and the visual and UI design of our first design iteration. Three rounds of usability testing were then conducted, using realistic scenarios identified during the interview phase.

We optimized the design after each round of user testing. Specific features were introduced to help meet customers' needs, overcome current pain points, improve efficiency, and make the information presented by the tool easier to interpret. This approach enabled us to design a product that our users indicated was both usable and useful.



THE  
USER  
INTERFACE. ●





RED PLANET. Main

Select an audience

201,965

55%

Age

Gender

Region distribution (24)

Red Planet Personas

Aspiring youth

Graduates

Blue collar

Young professionals

Mainstream families

Suburban families

RED PLANET. Main

Match

Plan

Understand

User

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Insights guides

Contact

Feedback

Welcome to the Connected Intelligence product suite

Connected Intelligence is an end to end product suite providing tools that help you understand your audience, plan your strategy, engage and connect with your audience, and measure your campaign performance to continuously learn and improve.

LEARN MORE

Modules available

RED PLANET. Main

Select an audience

Aspiring Youth

AGE 18-24 years

WORK STATUS 48% Full-time employment

INCOME < \$20k \$40 - 60k

GENDER 51% Male 49% Female

LOCATION 75% Metro 25% Rural

Aspiring Youth are young adults, most of whom are living at home, in lower income households. The defining characteristic of this group is their intensive and pervasive use of all-things online. Not only do they use Snapchat and YouTube considerably more than others, but they are also intensively engaged in shopping, entertainment, and computer gaming online. Surprisingly Aspiring Youth tend to use multiple devices and are less exposed to traditional types of media. Despite their passion for the online world, they are firmly grounded in reality. A quarter of all aspiring youth are married or in permanent relationships, while one-in-four Aspiring Youth live in rural areas. Almost half have completed university level education, and like most recent graduates, are in the early stages of beginning their careers. The 49% of Aspiring Youth who

**RED PLANET.**

- Match
- Plan
- Understand
- Connect
- Measure
- Admin

Main

### Welcome to the Connected Intelligence product suite

Connected Intelligence is an end to end product suite providing tools that help you understand your audience, plan your strategy, engage and connect with your audience, and measure your campaign performance to continuously learn and improve.

[LEARN MORE](#)

- User
- Help & support
- Insights guides
- Contact
- Feedback

**Modules available**

**Match**

Upload your customer list for matching against Red Planet base audience. Once processed, this enables you to select filters and view insights about this audience using the Plan module.

You can also view a log of previously uploaded files and the results of the matching process.

[UPLOAD & MATCH](#)   [VIEW RESULTS](#)

**Plan**

Select an audience and view insights about them such as demographics and emotional drivers.

Use this information to formulate a strategy, refine an offer or target advertising creative (among other things).

[SELECT AN AUDIENCE](#)

**Services available**

**Connect**

Connect and engage with your selected audience across digital media channels.

Targeting the same people end to end reduces the loss of audience and can improve relevance, increase conversion rates, and more.

[SUBMIT A BRIEF](#)

**Understand**

Consumer Intelligence Platform is a separate online tool, that enables users to view and understand the nature of a selected audience quickly and easily.

Insights include demographics, geography, interests, purchase intent and media.

[LEARN MORE](#)

**Measure**

More than standard digital metrics, view insights about the people who interacted with your campaign.

This information empowers you to derive valuable learnings, which can then be incorporated into your next campaign.

[LEARN MORE](#)

### Log in

Email

Password

[LOG IN](#)

[Forgotten your password?](#)

Need to speak to us?  
Call 1300 992 700

**Connected Intelligence**

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Generate an audience report

UPLOADED CUSTOMER LIST

SPOTLIGHTED ONLINE CUSTOMERS

Select audience

All Red Planet audiences

Specific audience (4)

Red Planet prospects

Your online audiences

Your matched lists

Intersection of your online audiences & matched lists

Select one or all of the following, from your recently matched lists.

Recently matched lists

Reference name	Date and time
<input type="radio"/> (Reference name)	(Date and time)
<input type="radio"/> (Reference name)	(Date and time)
<input checked="" type="radio"/> (Reference name)	(Date and time)
<input type="radio"/> (Reference name)	(Date and time)
<input type="radio"/> (Reference name)	(Date and time)
<input type="radio"/> (Reference name)	(Date and time)

1-6 of 60 Rows per page: 5

Selected audiences

Your match lists (4)

APPLY CLEAR

Refine selected audience

Refine audience size

TOTAL SAMPLE SIZE (n)

Please select an audience first

Customize & view report

Next steps

Connected Intelligence

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Match

Upload a new customer match file

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QANTAS LOYALTY

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Generate an audience report

You selected anyone in Red Planet's audiences

Refine selected audience

Age: 41-50 Gender: Female State: All Intent: 3 selected Intent: 3 selected +3

Refine audience size

TOTAL SAMPLE SIZE (n) 13,122,161

MARKET PENETRATION 75% of 122,161

COOKIE COUNT 122,161

View report

Insights summary

Who are they?

These are the most distinctive demographic attributes of your selected audience.

GENDER 52% Female = 123,456

LIFESTYLE 33% Mid-High Income = 123,456

STATE 31% NSW = 123,456

AGE 19% 41 - 50 yr = 123,456

MORE DETAILS

What are their top considerations when purchasing?

The top three purchase drivers for your selected audience are:

BRAND 59% Strongly about Brand = 123,456

QUALITY 55% Undecided about Quality = 123,456

23% Indifferently about Quality

MORE DETAILS

What type of creative would resonate with them?

The top three values attributes for your selected audience are:

HEDONISM 89% Negatively towards themes of Hedonism = 123,456

UNIVERSALISM 69% Positively towards themes of Universalism = 123,456

CONFORMITY 65% Negatively towards themes of Conformity = 123,456

The top three attitudes attributes for your selected audience are:

LIFE SATISFACTION 78% Positively towards themes of Life Satisfaction = 123,456

FUTURE PLANNING 76% Indifferently towards themes of Future Planning = 123,456

DIET & PHYSICAL ACTIVITY 72% Negatively towards themes of Diet & Physical Activity = 123,456

MORE DETAILS

NEXT BACK



RED PLANET. | Breadcrumb Item > Breadcrumb Item > Breadcrumb Item

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## Select an audience

Base audience | Demographics | Intent | **Red Planet Personas**

**Aspiring youth** 3.3%

Young adults, mostly living at home in lower income households.

**Graduates** 4%

Recently qualified young people.

**Blue collar** 7.4%

Generally young families in the early stages of parenthood.

**Young professionals** 5.7%

In the early stages of a professional career. Generally metro-based.

**Mainstream families** 14.2%

Predominantly married working families.

**Suburban families**

Immersed in the with one or two age nine.

**Aspiring Youth** ✕

The Aspiring Youth are young adults, most of whom are still living at home, in lower income households. The defining characteristic of this group is their intensive and pervasive use of all-things online.

Not only do they use Snapchat and YouTube considerably more than others, but they are also intensively engaged in shopping, entertainment, and computer gaming online.

Unsurprisingly Aspiring Youth tend to use multiple devices and are less exposed to traditional types of media. Despite their passion for the online world, they are firmly grounded in reality. A quarter of all aspiring youth are married or in permanent relationships, while one-in-four Aspiring Youth live in rural areas.

Almost half have completed university level education, and like most recent graduates, are in the early stages of beginning their careers. The 48% of Aspiring Youth who are in full-time employment have comparatively low average yearly earnings and continue to rely on their families. They are likely to have been given their first car.

**AGE** 18-24 years

**GENDER** 51% Male, 49% Female

**WORK STATUS** 48% Full-time employment

**LOCATION** 75% Metro, 25% Rural

**INCOME** < \$20k Personal, \$40 - 60k Household

**SELECT** **DOWNLOAD PDF**

**APPLY** **CLEAR ALL**

RED PLANET. | Breadcrumb Item > Breadcrumb Item > Breadcrumb Item

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## Select an audience

Base audience | Demographics | Intent | **Red Planet Segment**

**APPLY** **CLEAR ALL**

### Purchase Drivers Attributes Breakdown

What drives the purchase behaviour of this audience?\*

Use this information to refine your offer, and the focus of your creative.

**Innovation**

People that are the first amongst their families and friends to get the newest technology, they generally know about new trends before other people.

**LEARN MORE**

**Convenience**

A group of people with the ability to purchase something with ease, and which requires the least amount of effort. These people will change supermarkets if it has easier parking.

**LEARN MORE**

**Brand**

People that think of themselves as brand loyal customers, if they like the brand they remain loyal vs trying different brands. They also tend to shop in the same. [See all](#)

**LEARN MORE**

**Price**

People that feel that price is the most important consideration when choosing a product or service. Budgeting is very important to them, so they choose a product based on the lowest cost. They also pride themselves on the best deal, and go out of their way to ensure that they get the best price. They will also buy a product with the lowest price, over a product with better features.

**LEARN MORE**

**Quality**

People that are prepared to pay a bit more for higher quality brands or services, even if there are cheaper alternatives available.

**LEARN MORE**

**Service**

People that tend to stick with a provider as long as they offer good customer service at all times. They also tend to choose providers based on great customer service reputation.

**LEARN MORE**

**Value**

People that are brand and provider switchers if they are able to get a better option. They always check for a better alternative when their phone/insurance/mortgage. [See all](#)

**LEARN MORE**

< **Back**

Select an audience

Base audience Demographics Intent Red Planet Segment

APPLY CLEAR ALL

About this audience

Audience Overview

Understand the size and overlap of your selected audience to identify opportunities in market.

Total Sample size (n)

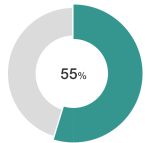
What is the total size of the selected audience?

201,965

Note: The sample sizes for other charts displayed on this page are usually lower as people with unknown parameters (e.g. gender, age) are excluded.

Market Penetration

What is the overlap between your current customers or audiences and the Red Planet base audience?

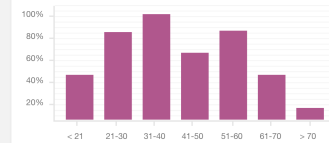


Sample size = 201,965

Audience demographics

Use this information to get to know the basic characteristics of your selected audience. The Red Planet Personas are built at an individual level, not a household level, delivering greater accuracy. Use these to understand consumer behaviour and needs based on lifestyle and life stage.

Age



Sample size = 123,456

Age distribution sourced from Red Planet declared demographics.

State

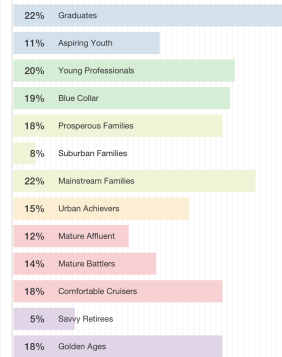


Sample size = 123,456

State distribution sourced from Red Planet declared demographics.

Red Planet Personas

How does this audience align with Red Planet's affluence and life-stage based audience segments? (a.k.a personas)



Sample size = 123,456

Red Planet personas are modelled at an individual level using declared and modelled Red Planet data.

VIEW PERSONA DESCRIPTIONS

Audience Emotional Drivers

What influences your audience and how do they make decisions? This information empowers you to plan strategy, refine your offer, creative, content, messaging and more.

Purchase drivers

Inform product and pricing decisions using the attributes **important** or **unimportant** to this audience



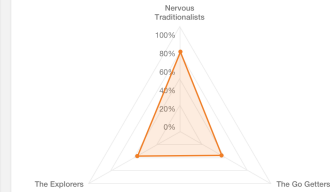
Sample size = 123,456

Purchase driver insights are drawn from surveys of the Red Planet research panel.

VIEW ATTRIBUTES

Values

What drives the way this audience perceives the relative worth or appeal of an offering?



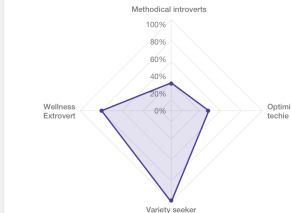
Sample size = 123,456

Values insights are drawn from surveys of the Red Planet research panel.

SEGMENT DESCRIPTIONS VIEW ATTRIBUTES

Attitudes

What clusters of attitudes does this audience have? Attitudes are settled ways of thinking or feeling about things.



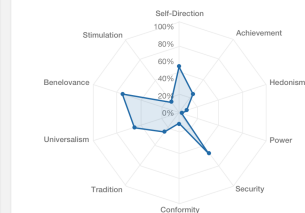
Sample size = 123,456

Attitude insights are drawn from surveys of the Red Planet research panel.

CLUSTER DETAILS VIEW ATTRIBUTES

Inspiration vs Objective

What clusters of attitudes does this audience have? Attitudes are settled ways of thinking or feeling about things.



Sample size = 123,456

Attitude insights are drawn from surveys of the Red Planet research panel.

MORE DETAILS

Learn more about using segmentation information

Among other things, the segmentation information provided here can help you to

- Marketing and campaign strategies
- Brand positioning and new product designs
- Media and channel plans
- Advert creative

A guide is available to walk you through these and other scenarios.

DOWNLOAD PLANNING GUIDE

Ready to Connect with this audience?

Now that you understand more about this audience - who they are and the offers, creative, content, and messaging that resonates with them - connect and engage with the same audience across digital media channels.

Submit a [Connect form](#) with your campaign details to the Red Planet Trading Desk to get

Looking for more?

Beyond providing access to comprehensive and accurate insights, Red Planet offers a range of products and services.

We use our knowledge, data, resources to enable Australian businesses to power more trusting and meaningful connections, leading to more relevant and rewarding experiences for

GET IN TOUCH

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Important information

The first Qantas Purchase on your account within 6 months of card approval will automatically convert to a 0% p.a. interest rate for 6 months from the date the transaction is processed. Any unpaid balance at the end of the 6 month period will revert to the variable annual percentage rate for retail purchases, currently 19.99% p.a. A Qantas Purchase under this Special Promotion is any of the following: flights booked directly through qantas.com and Qantas Contact Centres; Qantas flights booked through selected travel agents; Qantas Frequent Flyer and Qantas Club membership, joining and annual fees; Qantas Gift Vouchers; purchases from qantasstore.com.au, and qantasepique.com.au For the avoidance of doubt, purchases through qantasstore.com.au are not Qantas Purchases.

View all important information

- Match
- Plan
- Understand
- Connect
- Measure
- Admin

Breadcrumb Item > Breadcrumb Item > Breadcrumb Item

## Upload a new match file

Upload a file that contains a list of your current customers, new customers, campaign converters and more. This file will be submitted for matching against the Red Planet audience. Once processed, this enables you to select filters and view insights about this audience, via the Planning Tool.

**What you'll need to achieve your customer match**

- A correctly formatted CSV file containing key details of the customers that you want to match. [Learn more](#)
- A meaningful reference name. We recommend using a version number to help you identify the file later.

**Provide your file and reference name**

Match file  
 [BROWSE](#)

✔ You've successfully uploaded your match file.

Reference name

[NEXT](#)

**Submit your file for processing**

**What happens after you submit**

- Prepare your file by hashing & encrypting it
- Your file is uploaded over a secure connection to our server
- Your file will be processed & available to you in 0000 hours

[SUBMIT](#)

**3 Preparing and uploading your file**

Hashing  

✔ Hashing completed successfully

Encryption  

✔ Encryption completed successfully

File upload

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- Help & support
- Insights guides
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Breadcrumb Item > Breadcrumb Item > Breadcrumb Item

## View customer match file results

Use the table below to match results of customer files that have been processed successfully. The most recent file on the list will be the one used when you select the 'My customers' filter in the 'Plan > Select an audience' screen.

Date & time created	Reference name	# of unique matches	Matched emails %	Matched phone %	High confidence match %	Medium confidence match %	Low confidence match %
01 Jan 2018 12:23	Updated post Christmas Campaign 2017	290901	48	45	41	35	24
29 Jun 2017 16:22	Updated for new FY	290901	48	45	41	35	24
06 Jun 2016 10:36	Updated post Christmas Campaign 2016	290901	48	45	41	35	24

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### Insights Guides

Purchase Drivers

Values

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## Contact us

Enter your details below and we'll get back to you as quickly as possible.

Subject

Name

Email

Phone number

Message

[SEND MESSAGE](#)

**Need to speak to us?**

For immediate help or to report fraud, disputes and lost or stolen cards, please call us 24 hours, 7 days a week.

In Australia  
**1300 992 700**

- > Chat to team member
- > Another link

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THANK YOU.