nth studio

Audience Overview 2025

We build audiences so that you can build your brand

Nth Studio offers one of the largest opted-in datasets in Australia, available for brands to leverage in their marketing efforts. We collect data directly from consumers by running brand-funded competitions, transactional websites, rewards programs, and branded video content across multiple platforms, including broadcast TV, online, mobile, social media, and on-site activations. Since February 2012, we have executed these data collection campaigns globally. Once collected, we mine this extensive dataset to identify patterns, lifestyle trends, and uncover new, insightful knowledge, all aimed at helping organizations achieve their business and marketing goals.

By matching these audiences to content, whether produced by Nth Studio or by you, we can ensure that you not only reach a guaranteed audience but also engage with a group more likely to connect with the content. By aligning audience interests with relevant content, we create deeper engagement and enhance the impact of every campaign.

How do we collect our data

We obtain and maintains consumer data compliantly from a variety of sources

These include:

- Marketing partnerships with local and international social media, digital, finance, tourism, retail and broadcast media partners

- Mobile device movement data

- Cross platform broadcasts

- Online promotion and brand funded campaigns

- Consumer surveys

- Online transactional information

- In store transactional information

- Government sources and publicly available data

Data Integrity and Maintanence

Our Audience is built on a foundation of rigorous data quality standards and strict adherence to privacy compliance, specifically designed to meet the demands of the Australian market. We offer an extensive suite of attributes that provide deep insights for audience targeting, and we are continually expanding this range to ensure clients have access to the most relevant, up-to-date data.

To maintain the highest levels of accuracy and reliability, each data attribute is processed through multiple verification services, ensuring that the data is not only current but also highly accurate. Our data undergoes regular validation checks and is matched against authoritative sources, providing our clients with a high level of confidence in their audience segmentation and targeting efforts.

Privacy compliance is central to our process; we operate under Australia's data privacy regulations, employing secure data handling practices and strict governance to protect consumer information.

CATEGORY: FASHION

AUDIENCE

3,762,000

47% Male
53% Female

SHOPPING CHANNELS

- E-commerce Platform Shoppers
- Mobile App Users
- Social Commerce Buyers
- In-store Shoppers
- Hybrid Shoppers
- Live Shopping Enthusiasts
- Payment Preference Segments

BEHAVIOURAL SEGMENTS

- Price-sensitive Shoppers
- Loyal Customers
- Impulse Buyers
- Quality-focused Buyers
- Urgency-driven Consumers
- Research-driven Buyers
- Trend-followers
- Ethical Shoppers

CATEGORY: HAIR & BEAUTY

AUDIENCE

3,303,000

38% Male
62% Female

BEHAVIOURAL SEGMENTS

- Beauty Enthusiasts
- DIY Beauty Gurus
- Sustainability and Clean Beauty Seekers
- Skincare-Focused Shoppers
- Hair Care Enthusiasts
- Fragrance Lovers
- Professional Salon Goers
- Minimalist Beauty Shoppers
- Beauty Bargain Shoppers

SHOPPING CHANNELS

- E-commerce and Online Shopping
- Physical Beauty Stores (Department Stores, Beauty Chains)
- Salons, Spas, and Professional Services
- Social Media and Influencer-driven Shopping
- Subscription Boxes
- Pop-up Shops and Events

CATEGORY: TRAVEL

AUDIENCE

2,722,000

51% Male
49% Female

SHOPPING CHANNELS

- Online Travel Booking Platforms
- Direct-to-Brand Travel Bookers
- Travel Agencies (Traditional and Online)
- Peer-to-Peer Platforms
- Travel Subscription Services
- Social Media and Influencer-driven

BEHAVIOURAL SEGMENTS

- Luxury Travellers
- Budget Travelers
- Adventure and Experience Seekers
- Family and Group Travellers
- Business Travellers
- Solo Travellers
- Digital Nomads
- Eco-conscious Travellers
- Food and Culinary Tourists
- Cruise Enthusiasts

CATEGORIES
(Domestic & International)

- Flights
- Accommodation
- Tours and Excursions
- Transportation
- Travel Insurance:

CATEGORY: FOOD & BEVERAGE

AUDIENCE

5,155,000

44% Male
56% Female

SHOPPING CHANNELS

- E-commerce Grocery Shoppers
- Delivery Users
- Local Farmers' Market Shoppers
- Big-box and Wholesale Buyers
- Specialty Store Customers
- Social Commerce Buyers
- In-store Grocery Shoppers
- Subscription Service Users

PRODUCT TYPE

- Fresh: Fruits, vegetables, herbs.
- Packaged: Snacks, sauces, ready-to-eat meals.
- Baked: Bread, pastries, cakes.
- Beverages: Coffee, tea, smoothies, alcoholic and non-alcoholic drinks.
- Proteins: Meat, seafood, plant-based proteins, dairy products.

CONSUMER PREFERENCES

- Organic/Natural: Free from synthetic chemicals, additives, or GMOs.
- Sustainable/Ethical: Products with eco-friendly or fair trade certifications.
- Indulgent: Premium desserts, chocolates, or gourmet experiences.
- Functional: Foods and drinks fortified with health benefits (e.g., protein, probiotics).

OCCASION

- Everyday Essentials: i.e. milk, eggs, bread, and coffee.
- Entertaining/Hosting: Party platters, wine, charcuterie, or festive treats.
- On-the-go: snacks, bottled beverages, meal replacements.
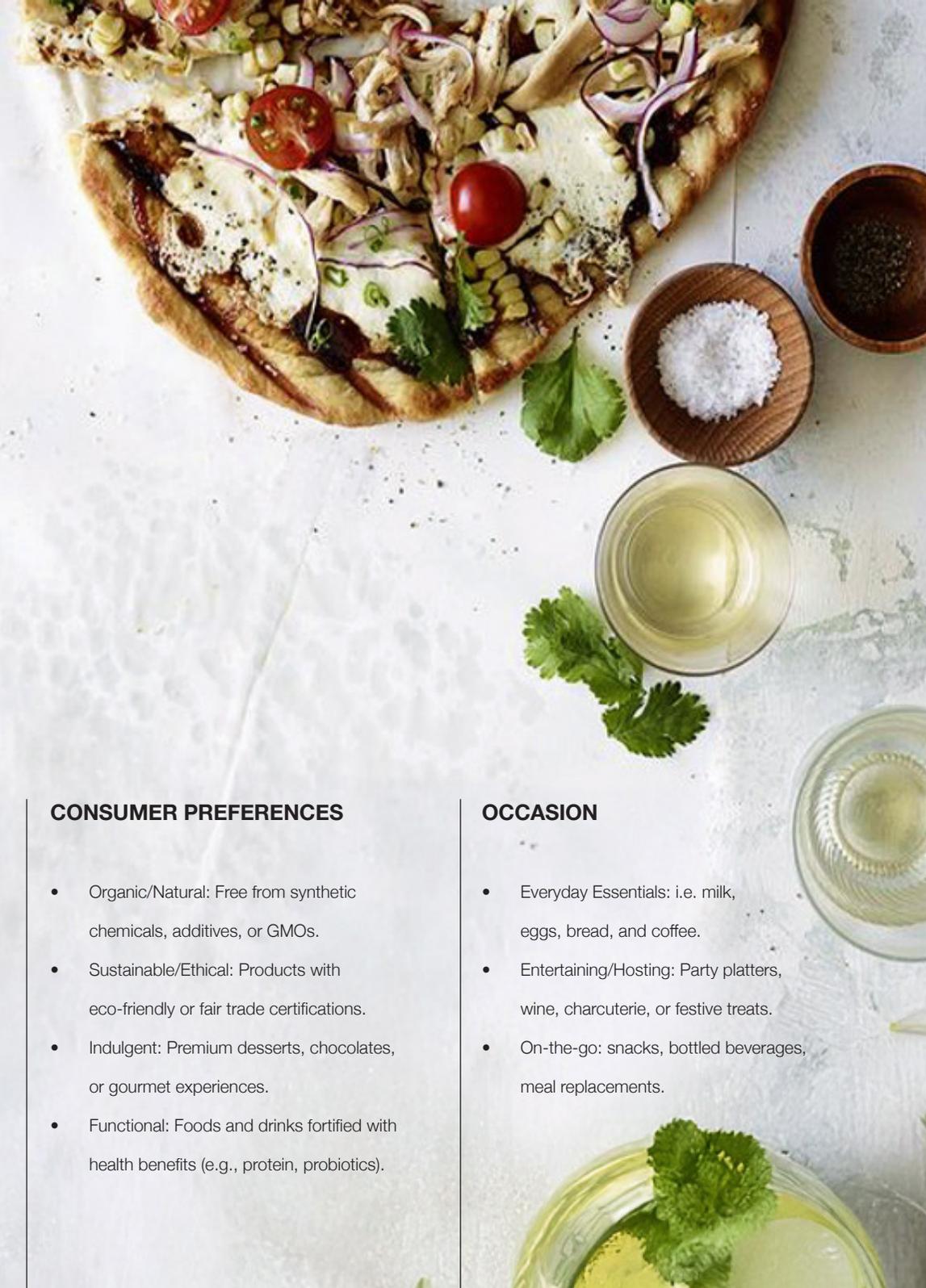
CATEGORY: FINANCE

AUDIENCE

4,883,000

54% Male
46% Female

- Job Type
- Salary range
- Home owner/ renter
- Mortgage Holder
- Homes with solar
- Homes with pools
- Crypto investor
- Share market Investor
- Forex Investor

- Credit card
- Debit
- Life Insurance
- Health Insurance
- Vehicle owner
- Vehicle finance

CATEGORY: AUTOMOTIVE

AUDIENCE

1,811,000

58% Male
42% Female

- Vehicle owners
- Make and model
- Vehicle finance
- Car Insurance
- Motorcycle owners
- Motorcycle insurance

- Subscribe to automotive apps
- Subscribe to auto social media influencers
- Regularly watch Formula 1
- Regularly watch moto GP
- Purchase auto accessories online
- Purchase auto accessories in store
- Regularly attend car races
- Regularly attend motorcycle races

CATEGORY: HEALTH & FITNESS

AUDIENCE

2,672,000

56% Male
44% Female

- Have gym memberships
- Subscribe to health and fitness apps
- Use a personal trainer
- Members sporting clubs
- Buy sports equipment online
- Buy sports equipment in store
- Regularly buy supplements / vitamins
- Yoga / pilates / breath work

CATEGORY: ENTERTAINMENT

AUDIENCE

1,982,000

66% Male
34% Female

SHOPPING CHANNELS

- Digital and Streaming Platforms
- Physical Media and Retail Stores
- Ticketing and Event Platforms
- In-Game and Digital Storefronts
- Social Media & Crowdfunding
- E-commerce and Online Merchandising
- Hospitality and Leisure Venues

BEHAVIOURAL SEGMENTS

- Movie and TV/Streaming Enthusiasts
- Music Lovers
- Gaming Enthusiasts
- Live Event Attendees
- Social Media and Content Creators
- Book Lovers and Readers
- Virtual and Augmented Reality Enthusiasts
- Hospitality Focused Entertainment Spend
- Arts and Culture Enthusiasts
- Sports Fans

BRANDS WHO ACCESS OUR AUDIENCE