

New from TelmarHelixa: Verse Puts Audience Discovery, Data Analysis and Media Planning Under One Roof

Three capabilities, one partner: Verse brings consumer insights, strategy & planning teams together to turn audience intelligence into pitches & plans that win

NEW YORK, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- TelmarHelixa, the global audience intelligence and media planning company, today announced the launch of Verse, a product suite that unites audience discovery, insights and media planning under one vendor.

Verse marks an inflection point in TelmarHelixa's mission: to harmonize data across the full advertising workflow, from audience discovery and segmentation through strategy, media planning and activation so an audience defined at discovery retains its logic, structure and fidelity through to plan.

Verse launches as the foundation of that vision: one brand, one partner, three capabilities, with ever-deeper connections between them arriving on the suite's roadmap.

"Stanley Federman founded Telmar in 1968 on a simple conviction: data should empower better decisions, not create more work," said Tom Murray, SVP of Global Customer Success & Sales at TelmarHelixa. "Nearly six decades later, the industry is still stitching together separate tools for discovery, insight and planning, and the story falls apart in the seams. Verse is the entry point to everything we build: three capabilities from one partner, on a path to one seamless workflow. It gives a team of five the evidence, speed and coherence to pitch and plan like a team of fifty."

Built on TelmarHelixa's foundation of more than 4 billion consumer insights and 300+ research releases spanning 66 global markets, Verse brings creative, strategy, insights and planning teams under one roof, three capabilities from a single partner instead of a patchwork of vendors, allowing them to punch above their headcount with pitches that win business, insights that sharpen strategy, and plans that reach the right audiences at the right time.

Verse is the entry point to TelmarHelixa's flagship products, giving every team three capabilities from a single partner: Discover, for uncovering and [understanding audiences through observed social and behavioral intelligence](#); Explore, for segmenting and analyzing hundreds of self-reported research datasets; and Plan, for cross-media planning that turns audience strategy into optimized media plans. Data and engineering teams can also plug the suite directly into their

own tools and workflows through the Verse API, with endpoints live today for Discover and Explore and expanding across the suite.

"The teams we support have never lacked data. What slows them down is fragmentation," said Murray. "An insight gets built in one tool, argued over in another and rebuilt in a third. Bringing these capabilities together under one partner is how we start removing that friction and allowing teams to do more."

Stanley, at every analyst's side

Verse is also where TelmarHelixa's AI comes together as one interconnected layer under a single name: Stanley. Live today in Discover and rolling out across the suite, Stanley pairs an intelligent query builder, turning plain-language audience objectives into executable queries, with AI-generated summaries that distill complex, multi-dataset findings into boardroom-ready narratives.

Stanley is named for Telmar founder Stanley P. Federman, the Madison Avenue planner who looked at the emerging world of computing in 1968 and saw what no one else did: an opportunity to bring real intelligence to media planning. In Verse, Stanley carries that same spirit forward; not replacing specialist judgment, but giving specialists more complete evidence, more options, and more time for interpretation and strategy. The vision remains the same; the technology has changed.

Built for the teams that build campaigns

Verse is designed to reduce friction and preserve audience fidelity across the advertising workflow: helping media agencies respond to briefs faster; enabling full-service and creative agencies to ground strategy and ideas in audience intelligence; supporting media owners and sales teams in developing more relevant, evidence-based proposals; and giving brands a comprehensive understanding of who their consumers are, from broad audiences to niche segments and how those groups compare with the audiences of competing brands.

Verse is available today. To see the suite in action, visit withverse.com.

About TelmarHelixa

Founded in New York in 1968, Telmar pioneered media planning intelligence and has served as the backbone of how the media industry thinks, plans and buys for more than five decades. In 2021, Telmar acquired audience intelligence company Helixa, and in 2024 the companies unified as TelmarHelixa. Today, TelmarHelixa delivers unrivaled audience insights and cross-media planning intelligence — over 4 billion consumer insights and 300+ research releases — to agencies, media owners and brands in 66 markets worldwide. Learn more at telmarhelixa.com.

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