

geoTribes Explorer

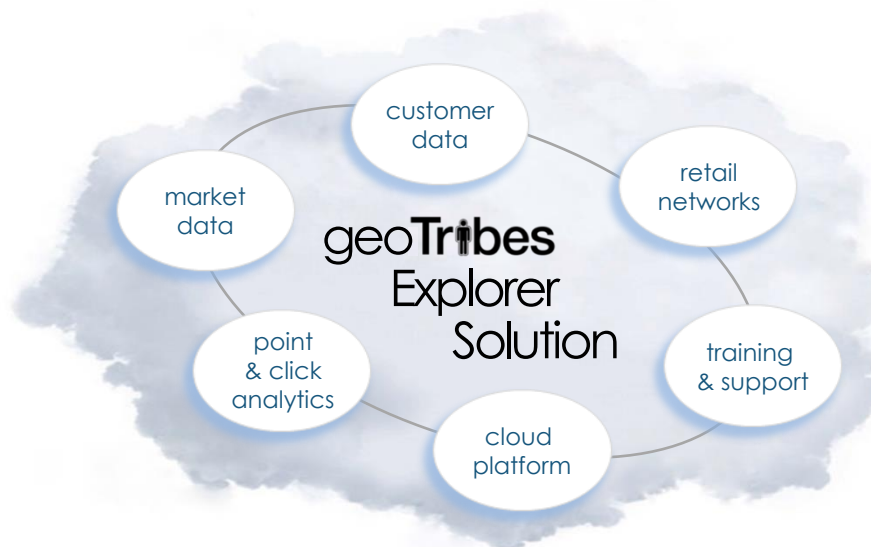
your retail network planning solution in the cloud.



Get the right answers. Make great decisions. Drive better results.

The geoTribes Explorer brings together RDA's 20 years of geospatial data science, customer targeting & retail network strategy experience in a powerful, cloud-based analytics platform. We integrate best of breed components into the Explorer to create innovative & cost effective, bespoke retail network planning solutions for our clients.

Each of our solutions is built to solve today's problems and also to readily evolve to meet tomorrow's challenges.



The scope of particular Explorer solutions varies from simple systems designed to answer a single question to enterprise-grade corporate planning solutions.

RDA's retail network planning solutions are strategically relevant, cost-effective, delivered promptly and capable of evolving with client requirements. After delivery, all our solutions are fully supported with client training, helpdesk and ongoing analytics services from RDA's expert technical team.

Our scalable cloud platform supports rapid deployment of solutions which is ideal for project teams and consultancies who are working to tight deadlines.

geoTribes Explorer solutions are available for Australia, NZ, Canada, USA & UK.

point & click analytics

RDA Research's bureau analysis, modelling & consulting frameworks, refined over many years and thousands of client projects, are embedded in geoTribes Explorer's rich analytical feature set, enabling decision makers to...

- Evaluate new locations
- Benchmark the performance of existing locations
- Build trade areas by radius, drive-time or custom selection
- Analyse site performance drivers
- Estimate potential in new markets
- Measure cannibalization between locations
- Assess competitor impacts
- Identify key consumer segments
- Analyse brand (re)positioning
- Run market gap and white space analyses
- Build retail served market footprints
- Find target market hotspots
- Develop media & messaging strategies
- Interactively build sales and franchise territories
- Data mine for lookalike locations
- Create customised audiences using demographic combinations
- Optimize coverage of specific target audiences
- Make proximity selections on single or multiple retail networks
- Select media assets and target areas using drive time
- Build cross media selections at census area level

Bring **expert retail network analytics** to your organization through the cloud, without the need for in-house geospatial specialists.

Contact us to find out how geoTribes Explorer can work for you.

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A PRODUCT OF
RDA RESEARCH
HUMAN UNDERSTANDING • GEOSPATIAL KNOWLEDGE

1 customer data

RDA's data science team has the geospatial expertise to transform your existing loyalty, member or sales data into a powerful retail planning asset, creating a unique, proprietary fact-based resource on which to base your retail strategic planning. Our extensive geospatial data processing capabilities include...

- Geocoding
- Database cleansing & segment tagging
- Spatial interpolation
- Building spatial layers
- Sales potential estimation
- Fusion of research data
- Demand modelling

2 market data

Based on our extensive industry experience, RDA brings unparalleled geospatial modelling expertise to preparation of its synthetic population and segmentation data. We use this to populate our geoTribes Explorer solutions and we also source, prepare and integrate third-party data as required.

RDA market data...

- Industry-leading geoTribes and geoSmart segmentation schemes
- geoProphet Household Expenditure Estimates
- Audience Finder system (creates target audiences by combining demographics)
- Modelled from our synthetic population model, market sizing & behaviour
- Projected survey data from client-supplied survey research

Third-party market data...

- Census data from the Australian Bureau of statistics
- Geoemma behaviour, psychology and media consumption data
- Client-supplied market data (eg Quantum Blueprint, Data Republic, CoreLogic, National Economics or .id population projections)

Standard geographies...

- Suburbs
- Postcodes
- ABS (SA1, SA2, SA3, SA4)
- Electoral boundaries

3 retail networks

RDA incorporates accurately geocoded and meticulously prepared retail network and traffic generator data into our solutions...

- Client supplied branch/store performance data
- Sales territories & franchise areas
- Outdoor signage
- Major retail brands
- Built-to-order competitor networks
- Public transport
- Shopping centres, schools & hospitals

4 cloud platform

Building and maintaining an in-house retail strategic planning solution is not a simple task. You can accomplish more and reduce development costs with an RDA solution in the geoTribes Explorer cloud platform. Our platform has advanced features, including...

- Intuitive point & click interface
- Seamless user collaboration
- Comprehensive rights management system
- Hosted in the Amazon Cloud
- Familiar Google Maps base, including Streetview
- Inbuilt geocoding for individual sites and networks
- Management of network development stages using status tags
- Bulk uploading of retail networks with travel time trade areas
- Easy creation & editing of trade areas
- Extensive segment and audience profiling
- Full partitioning of client's private information
- Support for third party API integrations
- Attach JPG/PNG images to locations
- Use on tablet, laptop and PC
- Customised skinning available

5 training & support

RDA supports geoTribes Explorer solutions with comprehensive training, helpdesk and consulting, including...

- Interactive online user guide
- Webinars & one-on-one user training
- Individual user configurations
- Incorporation and maintenance of client data in the system
- Consulting in geospatial analysis & planning methodologies

6 industries

RDA has successfully designed and implemented retail network planning and other geospatial solutions in the geoTribes Explorer platform across a broad range of industries including...

