

# geoTribes Explorer

geoPlanning made  
brilliantly simple.



## tailored geoPlanning solutions

RDA's geoTribes Explorer combines proven geoplanning analysis, segmentation & consulting frameworks with proprietary geospatial data in a high performance, user friendly web service. We work with clients to understand their geoplanning problems, then configure a tailored solution for them within the geoTribes Explorer system. We also train & support their current analytical and operations staff in how to use the Explorer to achieve professional geoplanning results.

Bring high-level geoplanning expertise to your organization without employing a geospatial specialist.



## about the people who bring you geoTribes Explorer

RDA Research is a leading-edge provider of analytical marketing services. We bring a unique mix of capabilities to our clients through data fusion, segmentation and geoplanning analysis, based on our extensive industry experience.

Our web-based segmentation and geoplanning targeting solutions are delivered using proprietary processes which fuse market research, behavioural & geoplanning data, to give our clients a more nuanced understanding of their audiences.

We are the owners & developers of the geoTribes & geoSmart segmentation schemes and geoProphet household demand measures, which are widely & successfully used to enhance market research surveys, customer databases and geospatial profiling.

**geoTribes Explorer** the future of geoPlanning

## system features

### Geospatial analytics in your browser for the whole organisation.

Hosted in the Amazon Web Services Cloud, allowing all your organisation to benefit from an analytical platform. Convenient & easy to use.

### Geospatial intelligence in a few clicks.

Achieve professional geospatial analysis results quickly & effectively. We configure a solution to meet your specific requirements. System capabilities are nuanced & intuitively accessed.

### Implementation made easy.

Generate lists of postcodes, regions & Census areas based on target audience concentrations. Search for areas nationally, within state or in your store footprint.

### From scratch to system in one day.

Accomplish more & reduce development costs when you choose a tailored geoTribes Explorer solution. This is ideal for project teams working to fight deadlines and our analyst team is always here to help you.

### Intuitive user interface.

Ease-of-use with our integration of Google Maps, including Street View. As our geoplanning analysts prepare and load the data for you, all you need to do is to 'point and click' - simple.

### Your own geospatial specialist.

Our analysis, modelling & consulting frameworks, refined over many years, are embedded within the geoTribes Explorer's rich analytical feature set.

### Premium data for nuanced local area understanding.

We ensure that our data gives you the best understanding of local areas. Data packs include nuanced profiling information to support your targeting & planning decisions.

### The support you need from day one.

From day one, we show users how to get the most value from their geoTribes Explorer solutions, through one-on-one tutorials & webinars.

### Unlock the geoplanning power of your market research.

We use proprietary spatial data fusion algorithms to readily transform your bespoke market research into powerful geoplanning intelligence.

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

info@rdaresearch.com +61 2 8923 6600 rdaresearch.com/geotribesexplorer

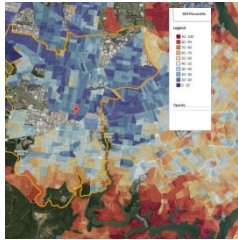
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A PRODUCT OF  
**RDA RESEARCH**  
HUMAN UNDERSTANDING + GEOSPATIAL KNOWLEDGE

1

market analysis

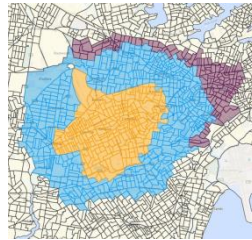
Identify market opportunities at different levels of granularity using a broad range of measures in thematic maps, tables, graphics and Excel output.



2

site evaluation

Build drive-time catchments & profile retail locations using segments, demographics, household expenditure, attitudes, lifestyles, media consumption and behavioural measures and compare to national or state benchmarks.



3

retail network planning

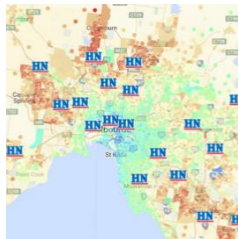
Use sophisticated data and analytics to enhance retail network development and ongoing optimization.



4

category management

Improve store ranging based on local market potential and preferences.



5

performance benchmarking

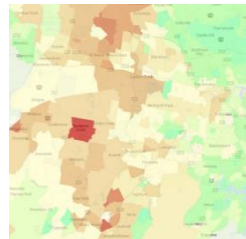
Find geographic areas and locations with under and over performance and identify the underlying drivers.

	Count/Total	Primary %Penetration	Index
T1. Rockafellas	95,703	35.8%	136.40
T2. Achievers	28,176	10.5%	139.43
T3. Fortunats	59,959	22.4%	141.38
T4. Crusaders	16,581	6.2%	98.74
T5. Piousen	39,944	14.9%	102.59
T6. Independents	3,233	1.2%	20.49
T7. Suburban Splendor	7,795	2.9%	29.45
T8. Twisters	515	0.2%	4.27
T9. Debtstars	2,832	1.1%	11.97
T10. Boomers	3,127	1.2%	18.36
T11. True Blues	124	0.0%	0.70
T12. Struggleville	144	0.1%	0.81
T13. Grey Power	8,702	3.3%	52.19
T14. Survivors	841	0.3%	3.78
T15. Slender Meanz	5	0.0%	0.07

6

finding audience hotspots

Define target audiences using demographics, segments, spend, media consumption, behaviour and attitudes & then find regions and retail locations where they are concentrated.



7

local area marketing

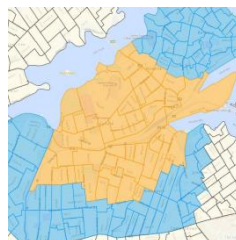
Create customised messaging approaches & media plans based on local area attitudes, preferences & behaviour.

Location	Area	Index	Index	Index	Index
1001 Manuka	1	104.01	101.01	104.01	104.17
1002 Karamba Campside	2	104.01	101.01	104.01	104.17
1003 Bardon	3	104.01	101.01	104.01	104.17
1004 Bardon	4	104.01	101.01	104.01	104.17
1005 Bardon	5	104.01	101.01	104.01	104.17
1006 Lonsdale	6	104.01	101.01	104.01	104.17
1007 Lonsdale	7	104.01	101.01	104.01	104.17
1008 Lonsdale	8	104.01	101.01	104.01	104.17
1009 Lonsdale	9	104.01	101.01	104.01	104.17
1010 Lonsdale	10	104.01	101.01	104.01	104.17
1011 Lonsdale	11	104.01	101.01	104.01	104.17
1012 Lonsdale	12	104.01	101.01	104.01	104.17
1013 Lonsdale	13	104.01	101.01	104.01	104.17
1014 Lonsdale	14	104.01	101.01	104.01	104.17
1015 Lonsdale	15	104.01	101.01	104.01	104.17

8

territory management

Build & profile a diverse range of territories such as; local newspaper distribution areas, sales territories, franchise areas and canvassing zones.



9

geomedia asset profiling

Create nuanced profiles of outdoor, cinema, local newspaper & letterbox media assets in response to advertiser briefs.

