

geoTribes Explorer

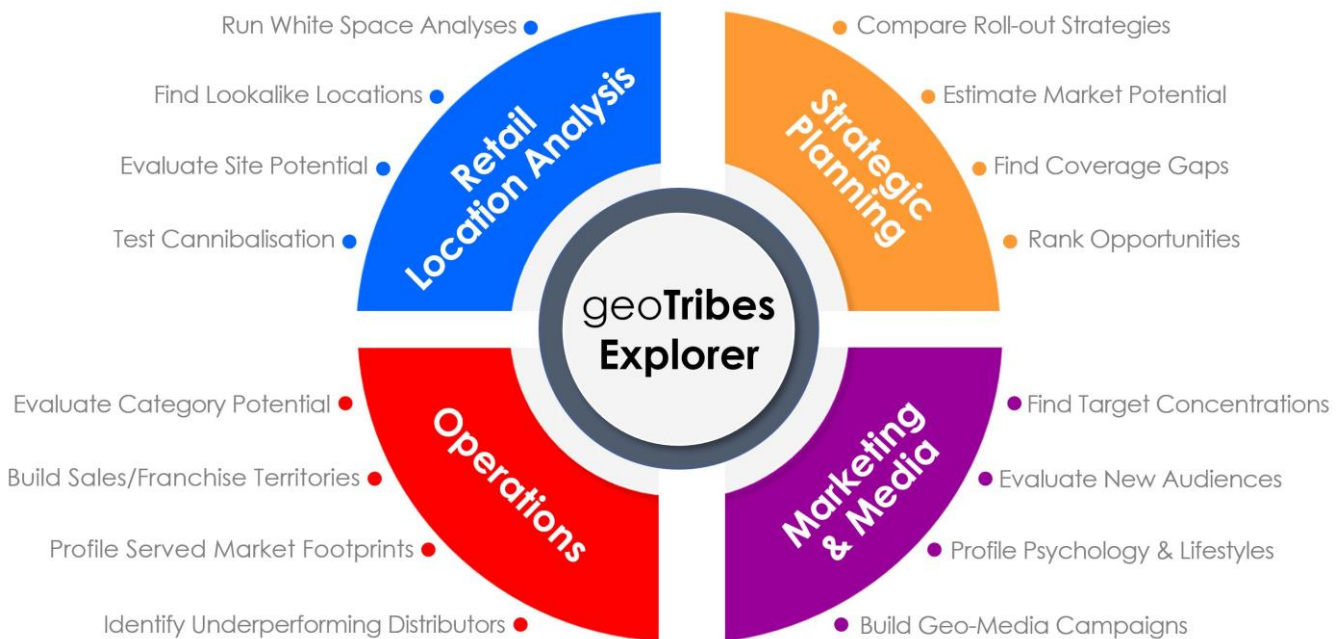
brilliantly simple
retail market analytics.



Run Analyses. Get Answers. Drive Results.

The geoTribes Explorer is a ready-to-go, enterprise-grade Retail Market Analytics Platform built on scalable technology including Google Maps, Amazon Cloud Computing and drive-time services. The Explorer's simple, proven workflows, pre-loaded modelled data and powerful point & click analytics support highly productive analyses by individual managers & analysts and promotes team collaboration.

The Explorer interface is built on "brilliantly simple" instructional design principles and provides readily accessible answers to a broad range of retail market analysis problems, enabling users to...



Based on RDA's data science and geospatial expertise, Explorer solutions incorporate deeply insightful geospatial data like; market potential models, site performance prediction, point & click Audience Finder, geoSmart & geoTribes segmentation, household demand & economics data, consumer psychology and media consumption, as well as top tier third-party data.

RDA specialises in incorporating customer and transaction data into bespoke Explorer solutions using its in-house geospatial data processing, segmentation and predictive modelling capabilities.

Explorer solutions are cost effective & rapidly deployed, based on inbuilt data and point & click analytics configured through an enterprise-grade rights management system and supported by the RDA technical team. Clients only pay for the functionality, data and time period they need.

The geoTribes Explorer is available in Australia, New Zealand, Canada, USA and Great Britain.

Proven retail market analytics at your fingertips

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

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RDA RESEARCH
GEOMARKETING INTELLIGENCE

1 customer data

Transform your existing loyalty, member or sales data into a powerful retail network planning resource. RDA's data science team has extensive geospatial data processing capabilities including...

- Geocoding
- Database cleansing & segment tagging
- Spatial interpolation
- Mapping sales penetration
- Sales potential estimation
- Fusion of research data
- Demand modelling
- Customer behaviour trade areas

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 also source, prepare and integrate third-party data as required...

RDA market data...

- Industry-leading geoTribes and geoSmart segmentation schemes
- geoTribes target audience data
- Audience Finder system (creates target audiences by combining demographics)
- Market sizing & behaviour modelled from our synthetic population
- Projected survey data from client-supplied survey research

Third-party market data...

- Census data from national statistics agencies
- Behaviour, psychology and media consumption data from our research data partners
- Client-supplied market data (eg Quantum Blueprint, Data Republic, CoreLogic, National Economics or .id population projections)

Standard geographies...

- Suburbs
- Postcodes
- Statistical geography (e.g. ABS, Stats NZ, StatCan, US Census Bureau & ONS)
- Electoral boundaries

3 retail networks

RDA incorporates accurately geocoded and meticulously prepared retail network data into the geoTribes Explorer...

- 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

The geoTribes Explorer is an enterprise grade platform hosted by Amazon Web Services, and incorporating the Google Maps interface. Development of the Explorer is based on a unique collaboration of RDA's in-house development and data science teams, and extensive user feedback. Key features include...

- Intuitive point & click interface
- Seamless user collaboration
- Comprehensive rights management system
- 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
- MFA security 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 market analytics and other geospatial solutions in the geoTribes Explorer platform across a broad range of industries including...

- | | | | | | |
|----------------------|-----------------------------|--------------------|-----------------------|---------------------|--------------------|
| Automotive | Consumer Electronics | Financial Services | Management Consulting | Private Equity | Shopping Centres |
| Charity | Digital Media | Health & Beauty | Outdoor Media | Recreation & Travel | Trade Distribution |
| Community Newspapers | Electioneering & Canvassing | Loyalty Management | Pharmaceutical | Retail | Wellness |