

geoTribes Explorer

geomarketing intelligence
cloud platform.



Turn customer data into retail competitive advantage.

The geoTribes Explorer is an advanced, cloud-based analytics platform optimized for running retail network strategic review and repositioning projects. RDA builds bespoke solutions in the Explorer that bring together all the key performance, potential, competitor and behavioural measures necessary to conduct a successful review project.

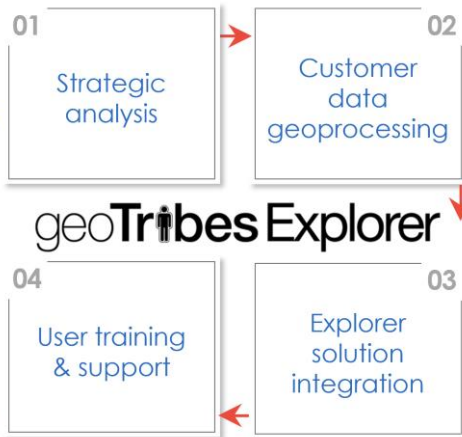
RDA specializes in turning customer loyalty data into a powerful strategic planning asset using its in-house geospatial data processing, segmentation and machine learning capabilities.

With an Explorer solution, users can assess performance in key segments and simulate the impact of customers migrating to online alternatives. It also supports media planning, ranging and retail micromarketing decisions in a readily learned, point & click tool that can be shared between analytics and implementation teams.

The Explorer has a powerful analytical feature set that lets users evaluate alternative drive time, network density and format configurations, like hub & spoke in real-time workshop sessions shared by all stakeholders.

RDA works with clients to understand their problems, capabilities and strategic priorities and configures the Explorer solution to ensure that it fully delivers on expectations.

- Retail expansion
- Network optimisation & repositioning
- White space analysis
- Performance benchmarking
- Micromarketing & media targeting



- Clean & geocode data
- Profile customers with geoTribes & geoSmart segments
- Combine customer & geospatial market data
- Build behavioural & drive time trade areas
- Build demand models in category

- Train users to achieve expert analytical results
- Create reports, maps & run analyses
- Build scenarios
- Update data & models to meet ongoing requirements

- Add competitors, store traffic builders & audience segments
- Identify business drivers
- Build predictive models
- Identify performance gaps
- Prioritise opportunities

Explorer solutions are cost effective & rapidly deployed, based on inbuilt data and point & click analytics configured through an enterprise-grade rights management system. Clients only pay for the functionality they need, backed by the right level of support.

The Explorer can answer a single question or provide an enterprise-grade corporate planning solution that is ready to solve today's problems and evolve to meet tomorrow's challenges.

Because of RDA's data science and geospatial expertise, our solutions incorporate deeply insightful location data, including our industry leading geoFusion synthetic population models, geoTribes and geoSmart segmentation schemes as well as top tier third-party data.

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

point & click analytics

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

Expert retail network strategic planning in your hands
without cumbersome GIS products or expensive consultancies.

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 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)
- Market sizing & behaviour modelled from our synthetic population
- 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 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 network planning and other geospatial solutions in the geoTribes Explorer platform across a broad range of industries including...

