

geoTribes

It's all about people.

brilliantly simple
database segmentation.

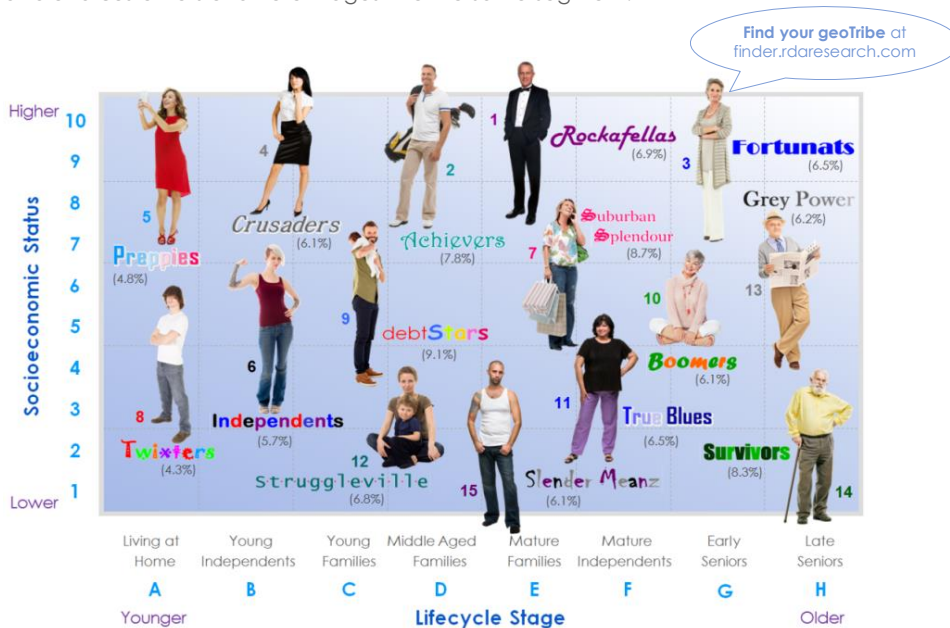


Tag databases. Understand customers. Grow your business.

geoTribes has **15 readily implementable person-level needs segments**, each with a unique social identity based on lifecycle stage and socioeconomic status.

The segments are used by analytics, insights, strategic planning, engagement & acquisition teams in industries with large databases but limited direct customer information, to give person-level insights into needs, behaviour & aspirational psychology.

geoTribes' unique tagging process uses each customer's age to estimate a most likely lifecycle stage which underpins their geoTribes segment. This is different to schemes like Helix Personas and Mosaic that blend customers of different ages into the same segment.



5 steps to using geoTribes

1 TAG

Tag your database

2 DISCOVER

Discover key target segments and identify opportunities

3 UNDERSTAND

Understand target segments by combining information from database analytics, market research, media planning and your own experience

4 ENGAGE

Engage deeply with customers and prospects by appealing to their underlying values, needs and aspirations

5 GROW

Grow your business through targeted acquisition across multiple media channels

what makes geoTribes special?

geoTribes builds on traditional geodemographics to provide a versatile segmentation capability...

- Person-level segments are readily understood by all levels of management
- Works in customer databases, CRM systems, market research, media planning systems & GIS
- Framework for customised corporate segmentation schemes
- Supported by extensive psychological, lifestyle, behavioural and media profiling
- Used in conjunction with in-house models & behavioural variables
- Provides powerful predictive modeling inputs & market benchmarking
- Privacy compliant with no PII used in construction or fitment
- Available in Australia, NZ, Canada, UK & USA

geoTribes **targets people, not the areas they live in** so each individual in a household gets the geoTribe that's right for their age

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

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HUMAN UNDERSTANDING • GEOSPATIAL KNOWLEDGE

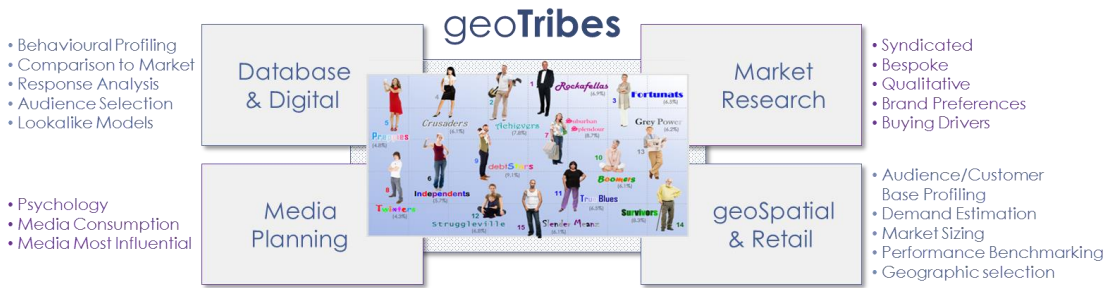
1 tag databases 24/7

geoTribes segments are tagged using a secure link to RDA's Australian-based production website. Tagging is available for Australia, Canada, NZ, UK & USA through secure sftp/ssh & batch and real time services...



2 understand target segments

geoTribes segments provide a single framework for integrating information from multiple sources for customer profiling, proposition development and problem investigation...



3 engage deeply with customers

Create customised messaging & offers using geoTribes segments based on differences in underlying values, needs and aspirations...



4 industries

geoTribes segments are successfully used across a broad range of industries including...



5 media channels

Targeting by geoTribes segments is available in a broad range of media channels including...

