

# geoTribes

It's all about people.

needs-based segmentation for  
strategic planning & CRM targeting.



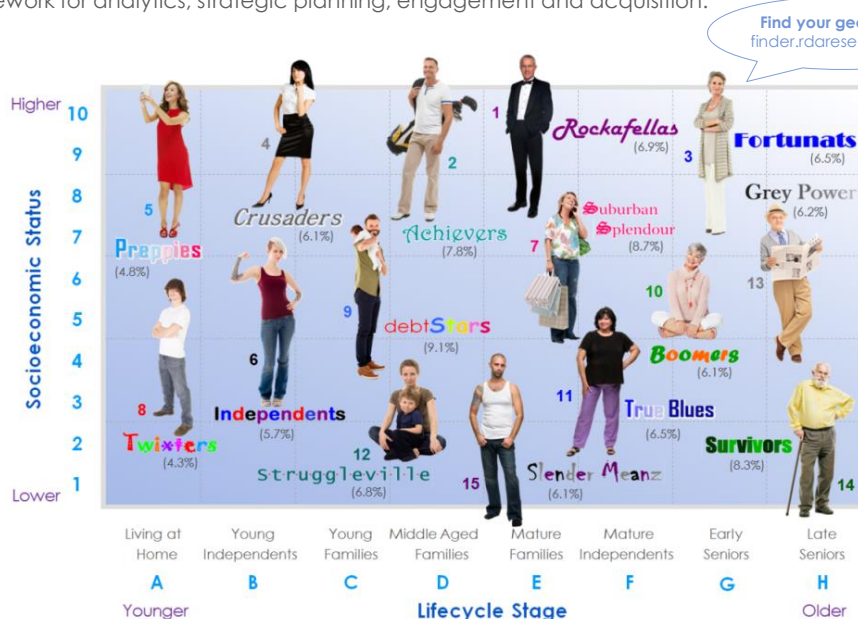
## Tag databases. Target customer needs. Grow your business.

geoTribes comprises **15 person-level segments**, each with a unique needs profile based on lifecycle stage and socioeconomic status.

The geoTribes database tagging process uses a customer's age and address to estimate their most likely position within the lifecycle stage and socioeconomic status framework and assign their geoTribes segment.

Lifecycle stage is a key driver of needs development, with socioeconomic status moderating the solutions chosen to meet them. Knowing a person's position within these two factors provides deep insights into their needs, values, behaviours, lifestyles and psychographics.

geoTribes segments and customised corporate schemes are used in a variety of industries with large CRM databases but limited direct customer information, to provide a broad needs-based framework for analytics, strategic planning, engagement and acquisition.



### 5 steps to using geoTribes

#### 1 TAG

Tag your database

#### 2 DISCOVER

Discover key target segments, measure penetration and identify opportunities

#### 3 UNDERSTAND

Understand target segment needs 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.

[info@rdaresearch.com](mailto:info@rdaresearch.com) +61 2 8923 6600 [rdaresearch.com/geotribes](http://rdaresearch.com/geotribes)

© Copyright 2017 Robert Dommett & Associates Pty Ltd. All products & trademarks are the property of Robert Dommett & Assoc Pty Ltd or their respective owners.

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

# 1 tag databases 24/7

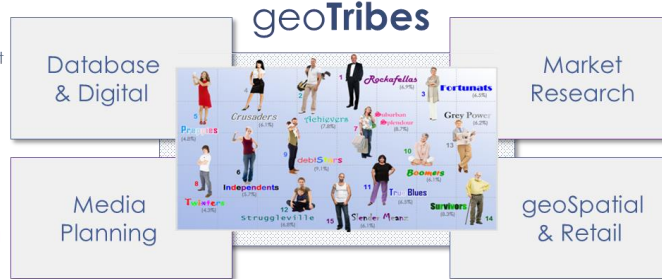
geoTribes segments are tagged using a secure link to RDA's Australian-based production website. Tagging is available for Australia, Canada, NZ, UK & USA through secure sftp/ssh & batch and real time services...



# 2 understand segment needs

geoTribes segments provide a single framework for bringing together information from multiple sources to create a readily implemented needs-based segmentation approach which supports customer targeting, proposition development and problem investigation...

- Behavioural Profiling
- Comparison to Market
- Response Analysis
- Audience Selection
- Lookalike Models
- Psychology
- Media Consumption
- Media Most Influential



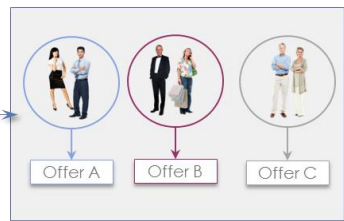
- Syndicated
- Bespoke
- Qualitative
- Brand Preferences
- Buying Drivers
- Audience/Customer Base Profiling
- Demand Estimation
- Market Sizing
- Performance Benchmarking
- Geographic selection

# 3 engage deeply with customers

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



Level	Target Count	%Target	Edison
T1: Rockafellas	38,124	17.1	4.5
T2: Autocare	19,269	8.6	0.8
T3: Rockafellas	22,421	10.0	1.8
T4: Crusaders	1,226	0.5	-0.3
T5: Praggers	3,245	1.5	-2.9
T6: Independents	5,213	2.4	-2.4
T7: Suburban Splendor	30,229	13.5	2.3
T8: Rockers	4,467	2.0	-2.4
T9: Daddym	11,154	5.0	-1.3
T10: Rockers	14,264	6.4	0.1
T11: Rockers	16,214	7.3	0.2
T12: Rockers	8,220	3.6	-1.7
T13: City Power	13,611	6.0	-0.4
T14: Juniors	10,363	4.6	-2.4
T15: Senior Mums	7,582	3.3	-1.4
T16: Senior Mums	217,292	100.0	



# 4 industries

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

- Airline
- Charity
- Media
- Retail
- Automotive
- Insurance
- Motoring
- Superannuation
- Banking
- Loyalty Marketing
- Publishing
- Telecommunication

# 5 media channels

Targeting by geoTribes segments is available in all major media channels including...

- Digital
- Database
- Outdoor
- Community News
- Letterbox
- Unaddressed Mail
- Social
- Print
- Broadcast