

# geoTribes

It's all about people.

person-level, needs-based segmentation.

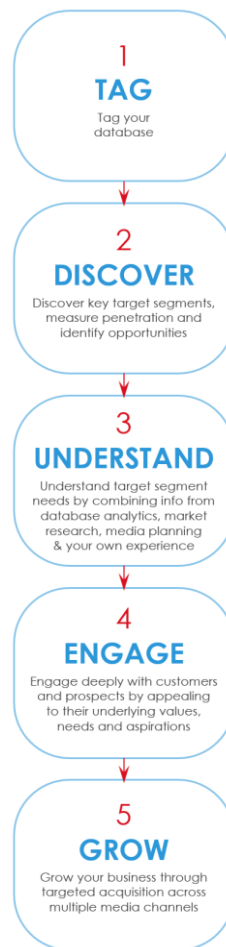


## Tag databases. Target customer needs. Grow your business.

The geoTribes scheme has 15 person-level segments, each with a unique needs profile based on lifecycle stage, a key driver of needs formation and socioeconomic status (SES) or social resources which has a strong influence on the quality of solutions chosen.



### 5 steps to using geoTribes



The geoTribes tagging process uses sophisticated probability calculations to translate the address and age band of each individual database record into its best lifecycle stage and SES decile code which are used to assign its person-level geoTribes segment. The geoTribes scheme tags individual people, not the areas they live in, so each adult in a household gets the segment that's right for their age.

geoTribes is a fully parametric system with no personally identifiable information (PII) used in either its construction or fitment.

The power of the geoTribes system is grounded in the influence that its underlying lifecycle stage and SES dimensions have in shaping social identity. This is because common needs arise as people confront life's significant stages, such as leaving the family home, seeking an independent identity and life companion, raising a young family, becoming empty nesters or adjusting to old age.

People in particular geoTribes segments have similar social resources and tend to choose similar types of solution in response to the needs arising from their particular lifecycle stage, including favourite brands, entertainment and cultural experiences, social roles and financial products. These are appropriated into the collective social identity of the geoTribes segments and form collective need states with similar values, utility structures, social narratives and aspirational cues. The need states are largely unconscious influencers that are shared and reinforced through benchmarking and social media and provide a powerful agency on buying drivers, propensities and choices.

geoTribes segments are used in a variety of applications, particularly where there are large customer or member databases with address and age, but limited profiling information. Here, the geoTribes segments provide a broad needs-based framework for strategic planning, target market identification, performance benchmarking, knowledge integration, proposition development, tailored messaging, media planning, and business reporting.

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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)

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