



Variables Available

Australia: 800+ selections built dynamically in RDA's Audience Finder Tool

Base Geographies Available

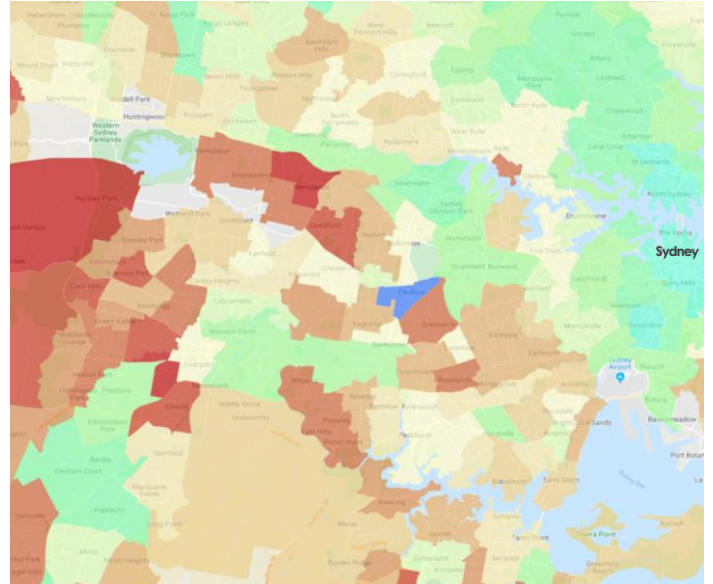
SA1, All ASGS Levels, Postcode, Suburb, Custom Geographies

Vintage/Provenance

Nov19 Update (updated half-yearly)
JustClickHere based on the Business Database

Privacy Compliance

No PII, GDPR compliant



Construction businesses at SA2 level

Overview

Business Audience Finder data allows users to tailor nuanced business target audiences by selecting from over 950,000 registered Australian businesses (ABNs) based on a flexible combination of factors.

Business Audience Finder data is constructed through a partnership with [JustClickHere](#) whose business database is based on the Australian Business Register. It is compiled and validated through JustClickHere's marketing operations, lead generation and contact activities. The data is geocoded to SA1 level with a high level of accuracy, from which geospatial business counts are calculated.

Available Selections

Business Audiences can be constructed by combining Business Attributes (Revenue Size, Employee Size etc) with Divisions (Construction, Retail Trade), Subdivisions, Groups or Classes, from the [ANZSIC classification](#).

Applications

Media Targeting, Trade Retail Location and Sales Territory Planning.

Formats

Business Audience Finder data is accessible through RDA's [Audience Finder](#) within the [geoTribes Explorer Platform](#) or as one-off reports or databases.

Availability

Business Audience Finder data is available on an annual licence or pay-as-you-go basis.