



Enhance your data to achieve better analytics, more informed decision making and stronger consumer engagement.

**Choose from 3,000+** privacy-safe, GDPR compliant, value, behaviour & psychology variables

## Formats

GeoCMV data is provided in a number of alternative formats:

- **geoTribes Explorer** Variables embedded as datapacks in our cloud-based, geoanalytics platform.
- **Licensed Data File** Embed selected content in your own platform, delivered securely in a comma-separated values file (.csv) format to any desired level of geography, i.e. SA1 and higher-order aggregated geographies.
- **Custom Reports** Bespoke reports/databases containing variables of interest at any desired level of geography or a given network of assets, e.g. retail sites, media assets, etc.
- **Audience Finder** Combined with other variables for dynamic target audience creation. Available within the geoTribes Explorer Platform or as one-off reports/databases.
- **Spatial API** Facilitating real-time access for websites and GIS systems.
- **Partners/Media Affiliates:** [Nielsen](#) (GeoCMV)

## Availability

Data is available at the overall database level and at category level or as a custom variable selection. GeoCMV is supplied on an annual licence basis.

## Spatial Modelling

RDA has been refining its geoFusion modelling methodology for over 25 years. During that time, we have built a strong reputation for producing authoritative geospatial estimates from government Microdata, Media Planning and Market Research surveys for the Australian and international markets.