

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 and socioeconomic status, used for database analysis, media planning, retail analytics and customer engagement.

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.
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RDA RESEARCH
GEOMARKETING INTELLIGENCE

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...



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 all major media channels including...

