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## **Research Now and RDA Research Partner to Leverage Integrated Data for Robust Targeting and Analytics**

*Australian and New Zealander opted-in first-party data enriched with life-stage and socio-economic status for better insights*

**SYDNEY (October 18, 2017)** – [Research Now](#), the global leader in digital research data for better insights and decision-making, and [RDA Research](#), a provider of strategic market research services, today announced their partnership which enables corporate marketers, service providers, and media owners in Australia and New Zealand to connect data across the full marketing lifecycle.

With RDA Research's geoTribes solution, marketers can target research participants on the basis of fifteen 'named' audience segments – which include niche audiences like 'Rockafellas,' a segment of affluent, mature families with high incomes and discretionary spend – that use age, life-stage, and socio-economic status to reflect different elements of the population at a distinct lifecycle stage. By matching Research Now's data from opted-in panel members to RDA Research's segmentation data, Research Now will be able to provide new and expanded survey-based research insights that both complement and extend beyond capabilities currently available.

With this enriched dataset, researchers and marketers can increase accuracy by having the ability to:

- Understand behavioural drivers
- Form rich psychological media and lifestyle profiles
- Benchmark market penetration
- Link research, media, behavioural, and retail data
- Create profitability models
- Build distinct brand identities and messaging

“With the largest deeply-profiled global research panel available in the industry, Research Now has the necessary foundation for driving innovative solutions that utilise integrated data,” said [Darrin Keller](#), Director of Product Management for SamplePlus™ Integrated Data Solutions at Research Now. “This strategic partnership with RDA Research exemplifies Research Now’s commitment toward providing optimised data-driven marketing globally.”

“We are very pleased to help our clients achieve even greater competitive advantage, so they are able to quickly unlock new levels of insights that drive business growth,” said [Elizabeth May](#), Vice President of Client Development for Asia Pacific at Research Now.

“The geoTribes segments are popular for data integration and targeting with insights managers across a wide range of industries. Access to the Tribes through the Research Now panel will bring the power of executable segmentation to a much broader base of researchers and use cases,” said Robert Dommett, RDA’s Technical Director.

As a result of the partnership between Research Now and RDA Research, marketers will benefit from improved targeting and analysis capabilities, enabling them to fine tune their messaging, test new products/concepts, or find new audiences.

### **About Research Now**

Research Now Group, Inc., is the global leader in digital research data for better insights and business decisions. Founded in 1999, the company was a pioneer in originating online data sampling and created the first B2B panel. The company provides world-class research data solutions that enable better decisions and better results for its 3,000 market research, consulting, media, and corporate clients through access to over 11 million deeply-profiled business professionals and consumers in more than 40 countries. Research Now operates globally with locations in the Americas, Europe, the Middle East, and Asia-Pacific, and is

recognised as the quality, scale, and customer satisfaction leader in the market research industry. For more information, please go to [www.researchnow.com](http://www.researchnow.com).

### **About RDA Research**

RDA Research's class leading segmentation and knowledge integration solution for marketers who have address and age data. geoTribes is a person-level geodemographic segmentation system that combines age, location and human needs to create 15 groups or tribes.

- A readily understood and used framework that brings together data visualisation, customer engagement, content marketing, retail network analysis, and local area marketing
- Segments are based on lifecycle stage and socio-economic status - key drivers of needs arousal and solution choice. These segments are distinguished by their underlying need states and have distinct psychological profiles
- It allows corporations to create their own customised segmentation schemes for both strategic planning and tactical marketing
- Ideal for products and services with a lifecycle stage loading, due to its incorporation of factual age

For more information of geoTribes Segments, please go to <http://rdaresearch.com/geotribes>.

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