

BELGIAN GEOTYPES

HOW TO TURN GEO DATA INTO MARKETING INFORMATION

BEGEO, OCTOBER 2020

KNOWLEDGE OF DATA. SENSE OF MARKETING.



Belmap



PARTNERSHIP



Belmap



CUSTOMER INSIGHT

KNOW YOUR CUSTOMER AND BE RELEVANT



Up-to-date profiles to improve the return on your customers, target groups and market areas.

- ▶ Local marketing through insight in local target groups
- ▶ Responsibly (dis)invest in the right customer segments
- ▶ Higher conversion through more effective target group coverage
- ▶ Better forecasting of potential for growth and retention

With the GeoTypes you can make better data-driven decisions and increase customer value

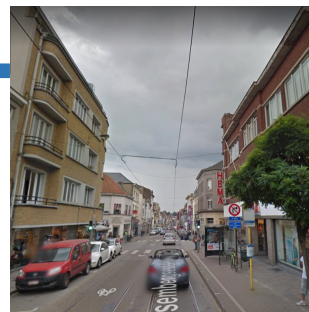
SPATIAL SEGMENTATION

FROM ROADS, STATISTICAL UNITS AND BELMAP BUILDING CHARACTERISTICS...



TACKLING OBSTACLES

BELGIAN & LEGAL



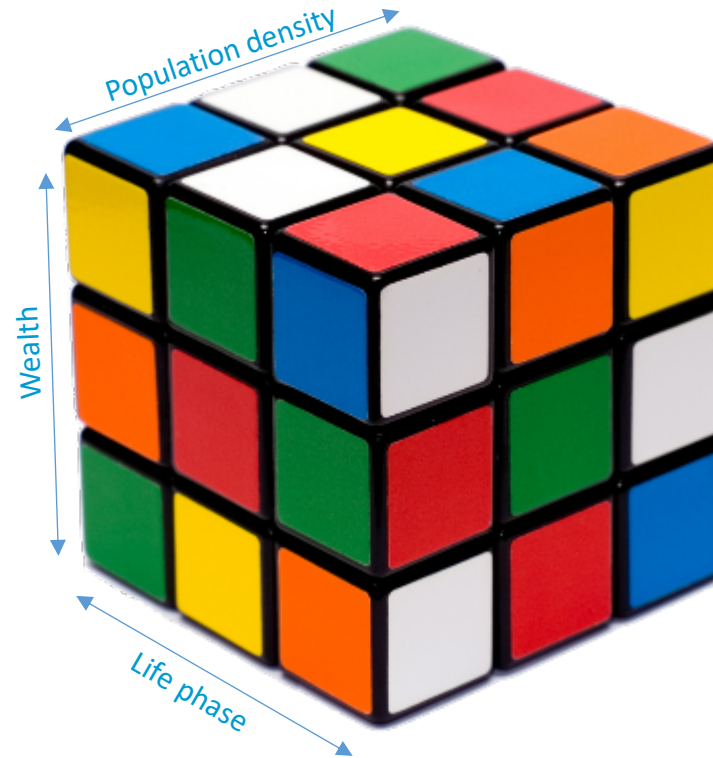
SPATIAL SEGMENTATION

... TO A UNIQUE FINELY MESHD SPATIAL GROUPING OF HOUSEHOLDS



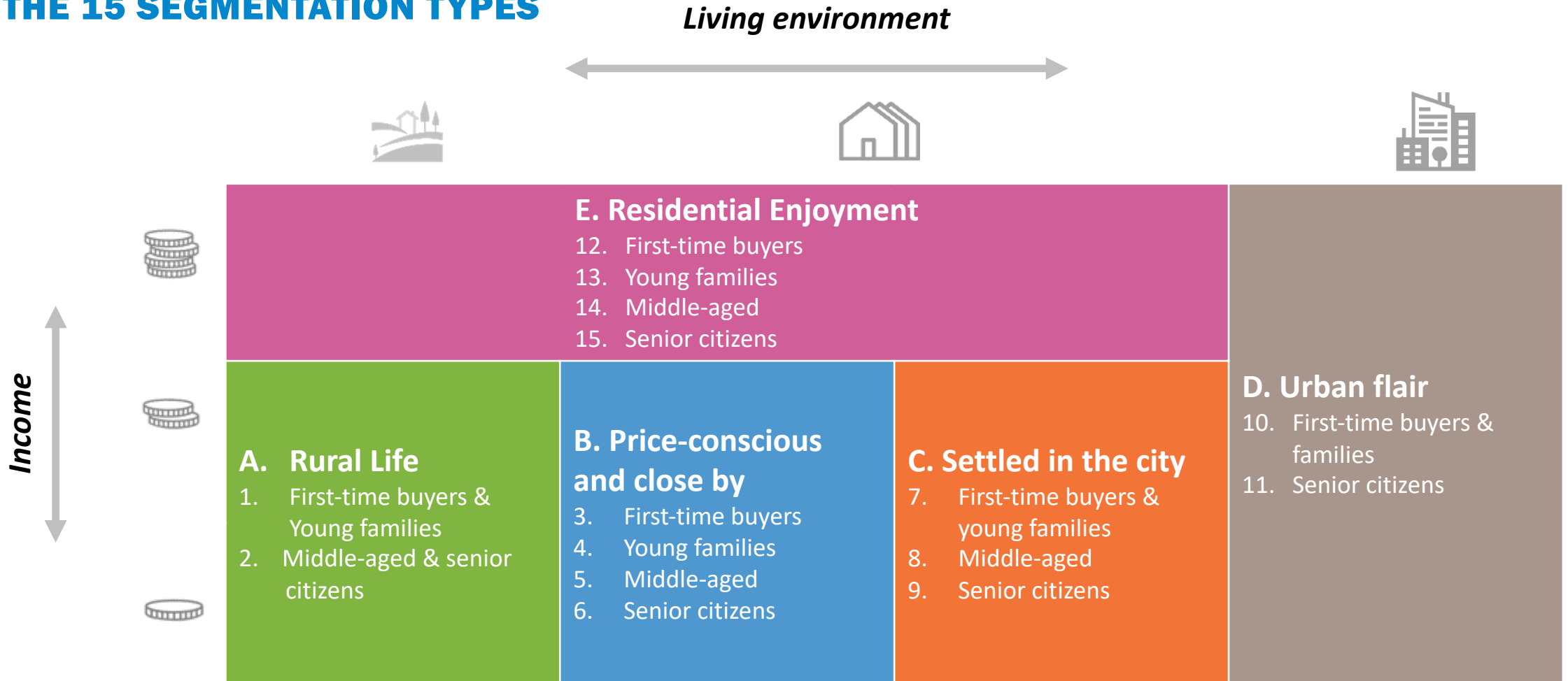
BELGIAN GEOTYPES

THE THREE AXES



BELGIAN GEOTYPES

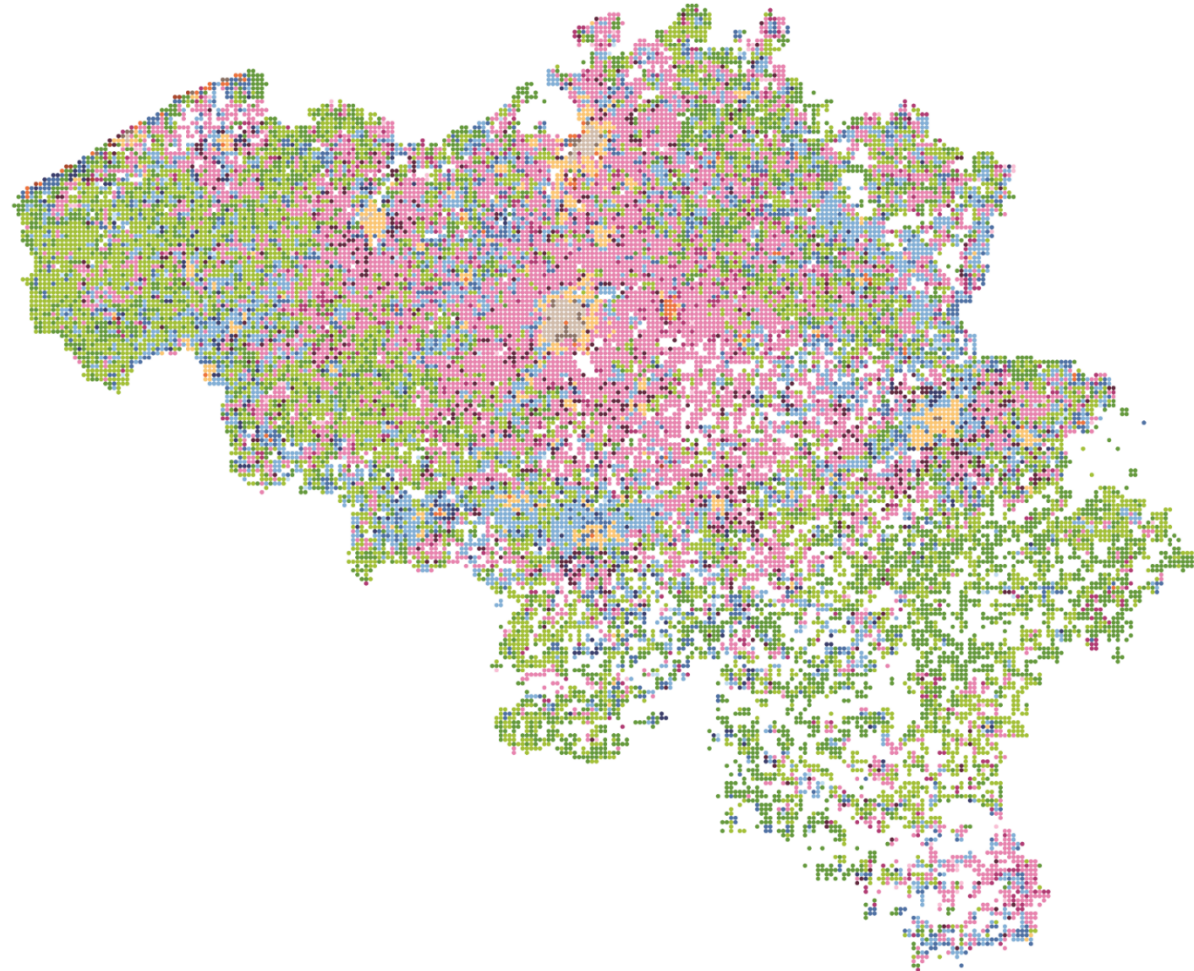
THE 15 SEGMENTATION TYPES



BELGIAN GEOTYPES

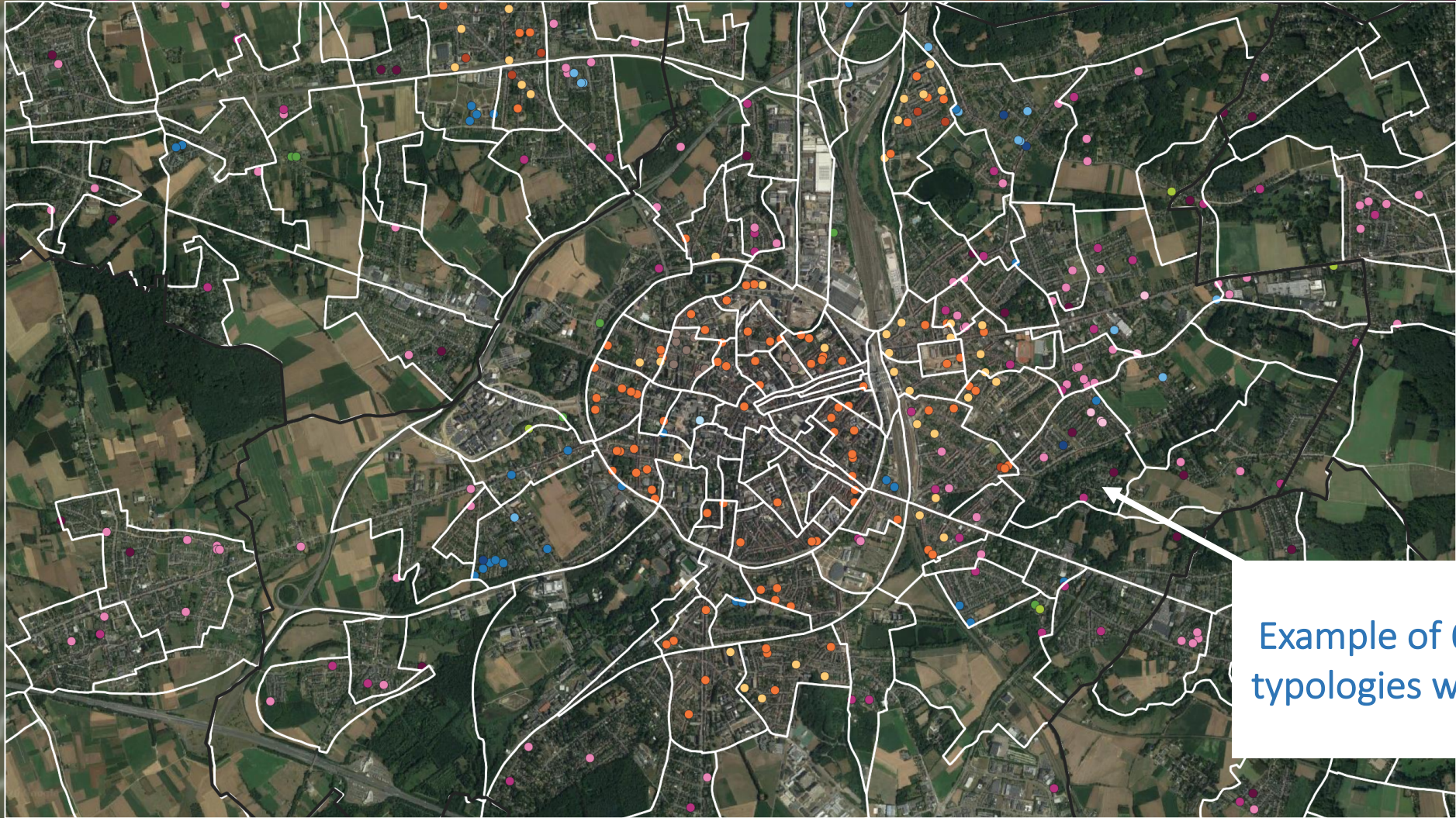
CLASSIFICATION ON A MAP

- A01
- A02
- B03
- B04
- B05
- B06
- C07
- C08
- C09
- D10
- D11
- E12
- E13
- E14
- E15



0 25 50 75 100 km

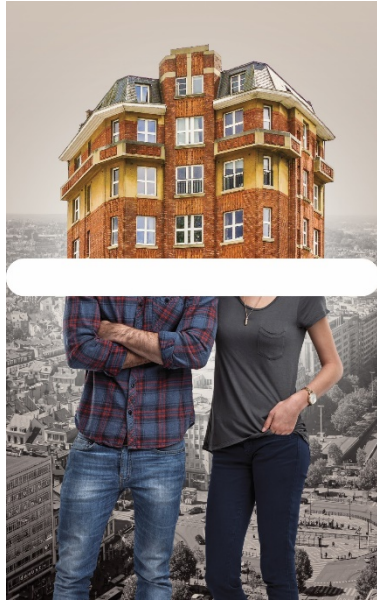
LEUVEN



Example of 6 different
typologies within NIS 9

BELGIAN GEOTYPES

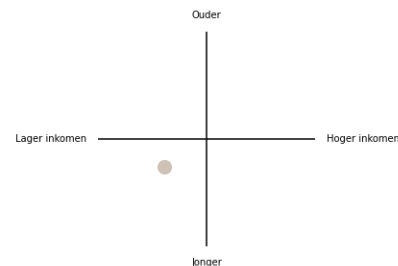
A COMPARISON OF TWO TYPES



D. URBAN FLAIR

*10. First-time buyers & families
(6.7% of the Belgian population)*

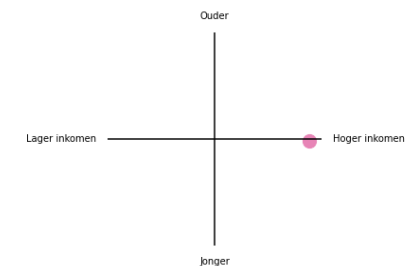
Young people or families with children. They have a low to moderate income. They live in densely populated big cities, often in an apartment, a flat or a studio.



E. RESIDENTIAL ENJOYMENT

*13. Young Families
(12.4% of the Belgian population)*

Middle-aged families with children. They have a high income. They live in both sparsely and densely populated areas, usually in a high quality stand-alone house equipped with all amenities.



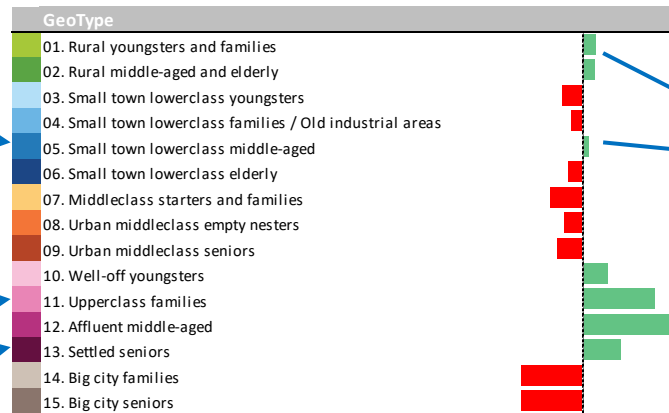
A PRACTICAL EXAMPLE

WHERE TO FIND LOOKALIKES BASED ON CURRENT CUSTOMERS

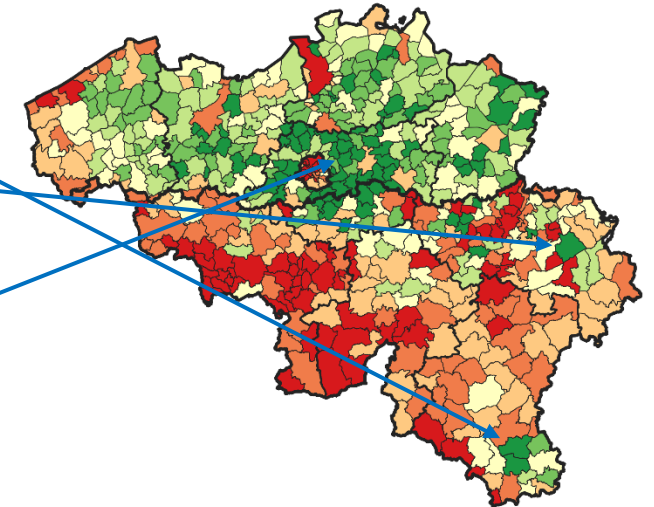
Label current customers



Profile customers



Finding high potentials





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