



Genius™ Segmentation Solution

Welcome to Genius™

Genius™ is a ground breaking geo-demographic segmentation tool that provides Kiwi marketers with the most targeted consumer information available in New Zealand.

Genius™ helps you understand your customers, particularly when it comes to wealth, life stage and lifestyle.

How Genius™ can help your business

Genius™ provides advanced insight at a sub-meshblock level (and in some cases, at a household level), to help you find, keep and communicate more effectively with your best customers and prospects.

Customer profiling – Genius™ can help identify and profile different sets of customers. An in-depth understanding of their characteristics and behaviour can help you create targeted communications that produce results.

Market analysis – Overlaying Genius™ information across your own customer data can improve your understanding of the existing market, highlight new opportunities and assess your share of the competitive environment.

Customer acquisition – Genius™ can help you identify and understand your most profitable customers so you can find more of them.

Customer retention – Retaining customers and building long term loyalty makes good business sense. Genius™ can help you identify your most valuable customers and the additional insights required to develop the most relevant retention strategies.

Retail site selection and planning – Select the locations for a new store, by knowing where your most profitable customers live and their proximity to your business.

Media planning and targeting – Genius™ aids media planning by providing insights on media consumption and preferences, allowing you to reach your customers via their preferred media channels.

Channel management – Genius™ provides the intelligence to underpin a successful distribution strategy thereby maximising the performance of your products and services.

Identify risk profiles – Recognise and manage customers who potentially pose a high financial risk to your business.

What makes Genius™ so smart?

Over 1000 data variables have been used to create a high definition view of the New Zealand population.

Genius™ segmentation is based on key information taken from:

- the latest New Zealand Census
- Property IQ house value information
- BNZ MarketView (credit and debit card spend)
- New Zealand Post Lifestyle Survey
- New Zealand Post Rural delivery data and other New Zealand Post proprietary datasets

Data recency is also vital. Rather than rely solely on the five-year Census data, Genius™ also taps into New Zealand Post's very own Lifestyle Survey as well as regular feeds from MarketView and New Zealand Post's New Mover's list

What makes Genius™ different?

Currency - Genius™ is refreshed regularly, with some information updated on a quarterly basis - helping keep your customer view relevant and up to date.

Granularity - Segmentation is applied at a sub-meshblock or household level mitigating the generalised view that "all households look the same".

Lifestyle and LifeStage - Genius™ segments are based on current family mix, lifestyle, and spending behaviour, reflecting the unique differences in the attitudes, behaviour and preferences of individual consumers.

Made in New Zealand - Genius™ was created by New Zealand marketers for the New Zealand market, reflecting the characteristics and diversity that exists in our communities today.

Add a touch of Genius™ to your business

To get all that Genius™ can offer, you can purchase an annual license. Alternatively you can append Genius™ segments to your database on a per project or campaign basis.

Which ever way you choose, we welcome you to test and evaluate Genius™ using your own data, free, for a 30 day period.

Genius™ Clusters and Segments

Genius™ divides New Zealand's 1.4 million households into nine clusters, and 36 segments and differentiates between urban and rural areas.

Aside from basics such as average household values, here's a flavour of the additional insights Genius provides for each cluster below:

Cluster	Name	Facts	% of households
A	Urban Affluence	<ul style="list-style-type: none">The most affluent cluster of New Zealand.More likely to have a university degree, diploma and/or post-grad qualifications and a household income of \$150,000 plus.	13%
B	Solid and Secure	<ul style="list-style-type: none">Spends more than the average home and family.More likely to be living in a home built between 1990 and 2010.Skew to families with children.	7%
C	Five Spice	<ul style="list-style-type: none">More likely to have been born overseas, have a household income of \$70,000 plus and one or two children.They like takeaways – mainly pizza, burgers and Asian food.	6%
D	Fush 'n' Chups	<ul style="list-style-type: none">A cluster representing quintessential New Zealand.	13%
E	Smart Starters	<ul style="list-style-type: none">Large skew to living in high density areas around the CBD.Very likely to be receiving student allowance/have graduated/ be single/living on their own or flatting with others.Tends to be younger, under 30.Spends relatively more at pubs and clubs.Least likely to own a car, but more likely to move house.	7.3%
F	Community Diversity	<ul style="list-style-type: none">Skew to being on benefits.More likely to work as machine operators or labourers.Overall skew to being single with kids or having larger family sizes.Other than fresh meat, vegetables and takeaways, spends below average in most other categories.	14%
G	Super Trooper	<ul style="list-style-type: none">The oldest of all clusters, main income source is likely to be superannuation.Above average spend at chemists and leisure-related activities including gardening, and fabrics.	7.1%
H	On the Fringe	<ul style="list-style-type: none">This cluster characterises provincial NZ, but excludes rural delivery.Likely to be older; widowed, with a median age of 40.5.Above average spend at hospitality clubs.	18%
R	Muddy Gumboots	<ul style="list-style-type: none">Rural segmentation is at a household level. It is modelled based on farm type, farm size, occupation, household mix.There are less people in this segment aged 20-29.	12.4%

For more information, or to get Genius™

Call: Jackie Shaw on 09 367 9680 or Andrew Smith on 04 496 4957 or 0800 DO DIRECT

Email: dodirect@nzpost.co.nz

Or visit the website www.nzpost.co.nz/genius

New Zealand Post 