Review

Geodemographics for marketers: Using location analysis for research and marketing

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On behalf of the Demographic User Group

Written by Barry Leventhal, first published in 2016, the book provides a well-structured, easy to digest and comprehensive introduction to the use of geodemographic systems and data for marketing purposes. It covers all aspects of geodemographics, from their origins to how they can sit alongside and complement more granular datasets of individual customer behaviour held in the ever increasing big data lakes favoured by many major companies.

The book promises to deliver two key perspectives: first of all as a practical guide for marketing professionals; and secondly to reinforce why geodemographic analysis continues to be relevant and important in our fast paced, ever-changing world of targeted marketing and location analysis. It delivers on these promises by taking the reader on a journey, starting with how geodemographics work, through to selecting the most appropriate system for your business problem, before touching upon the international perspective and looking to the future. Each element is delivered in a bite-sized chapter, each with a brief conclusion, leading onto the next step of the journey.

One particularly successful approach is the incorporation of a number of case studies and industry expert contributions from the world of geodemographic practitioners which bring the subject to life through a wide range of different market sectors.

In summary, I would recommend this book as a must-read for anyone making their first foray into the use of geodemographics or someone wanting to brush up on their current knowledge.

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