Press release

RegioGraph 2015 now shipping

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GfK's new geomarketing software now available in integrated English and German edition

Bruchsal, March 30, 2015 – The latest version of the geomarketing software RegioGraph is now shipping to customers. RegioGraph 2015 offers many new features, including a Web viewer, IP gecoder and simplified data import. RegioGraph is a powerful, easy-to-use software solution for location intelligence applications ranging from market and target group analyses to sales territory planning and optimization and expansion planning.

The new dual-language version of GfK's geomarketing software RegioGraph has been shipping to customers since March 27, 2015. More than 700 copies of the software have already been dispatched. With more than 40,000 users, RegioGraph is Germany's geomarketing solution of choice, and the software also has an ever-growing number of international users. Developed by GfK's geomarketing solution area, RegioGraph has won numerous awards for innovation and user-friendliness.

Companies of all sizes and branches use RegioGraph to evaluate regional market potential, sales channels and expansion endeavors. Users of the software include sales and marketing decision makers as well as expansion planners in sectors such as industry, retail, consumer goods and pharmaceuticals.

RegioGraph 2015 includes detailed data on potential such as inhabitants and purchasing power as well as 2015 maps.

Important new features in RegioGraph 2015:

Web viewer
The newly available Web viewer in RegioGraph 2015 makes it possible to quickly and easily share results with colleagues by exporting maps as Web applications. Map analyses and associated data can be accessed online from the device and Web browser of choice.

New geocoder: IP address analysis
An important new addition to RegioGraph 2015 is a geocoder for IP addresses. Users can take advantage of this feature to analyze the geographic footprint of website traffic. This information is particularly valuable for online retail and marketing strategies, as it yields concrete insights into the distribution of target groups and customers as well as the locations where advertising will have the greatest impact.

With geocoding capability for more than 60 countries, RegioGraph is the ideal choice for internationally active companies. The software supports analyses at the street-segment level throughout Europe as well as in many countries in Asia, South America and the Middle East, among others. Users can analyze markets around the world thanks to GfK's internationally available digital maps.

Simplified import and analysis dialog
Users can quickly drag and drop company data into RegioGraph 2015 for seamless integration. The visualization options for the approximately 100 analysis methods have been grouped together in a new dialog. Relevant options are automatically pre-selected to save time and improve results.

2015 cartographic basis and data on potential
RegioGraph includes 2015 GfK Purchasing Power and digital maps for a European country of choice. RegioGraph Strategy additionally includes street-segment data for GfK Purchasing Power, inhabitants and households or 2015 D&B address data on business potential (for Germany only).

Additional information
on RegioGraph can be obtained at www.gfk-regiograph.com.

Illustrations
Print-quality illustrations can be found at
http://www.gfk.com/Documents/News/2015/regiograph.zip.

About GfK
GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

Additional information can be found at www.gfk.com.
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