Press release

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GfK launches new geomarketing software "RegioGraph 2016"

International geomarketing software from GfK

Bruchsal, Germany, March 8, 2016 – GfK will release the latest version of the geomarketing software RegioGraph along with up-to-date maps and market data on March 24. RegioGraph 2016 gives users the ability to access map analyses online with a Web viewer, geocode IP addresses and import address data more quickly. 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.

RegioGraph lets users visualize their customers, target groups and potential on up-to-date digital maps and carry out analyses using detailed integrated data on potential. RegioGraph 2016 is a further development of GfK's multiple award-winning geomarketing software and includes 2016 maps and data on potential for Germany, Austria and Switzerland. The English-language version includes the latest available GfK data and maps for a European country of choice. Users can seamlessly integrate GfK's worldwide maps and industry data on potential into the software.

RegioGraph allows decision-makers from management, expansion, sales and marketing to quickly see how their potential is distributed and pinpoint strengths and weaknesses in their current market operations. The software thus offers transparency and reliable planning in today's dynamic, interlinked markets. With 40,000 users, RegioGraph is Germany's most popular geomarketing software and has an ever-growing number of international users.

Web viewer
The newly available Web viewer in RegioGraph 2016 makes it possible to quickly and easily share results with colleagues by exporting maps as Web applications. Users can then access map analyses and associated data online from their preferred device and Web browser.

Geocoder: For IPs and countries around the world
An IP geocoder lets users analyze the geographic origins of their 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.

Easier data import
Users can drag & drop their company data directly into RegioGraph 2016. 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.

2016 cartographic basis and data on potential
RegioGraph includes 2016 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 2016 Bisnode D&B address data on business potential (for Germany only).

Versions
RegioGraph is available with a German and English user interface and can be used in conjunction with all GfK geodata (maps and regionalized data on potential, such as purchasing power). "RegioGraph Analysis" supports the evaluation of regional turnover, customers and market potential through objective, insight-generating analyses displayed directly on maps. "RegioGraph Planning" offers professional tools for planning efficient territories, locations and customer visits. "RegioGraph Strategy" additionally offers the ability to calculate location-specific catchment areas and analyze target group and business potential at the address level for all important markets worldwide.

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

Print-quality illustrations can be found here.

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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