

Press release

RegioGraph 2016: New geomarketing software from GfK hits the market

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Cornelia Lichtner
Public relations
T +49 7251 9295 270
F +49 7251 9295 290
cornelia.lichtner@gfk.com

Bruchsal, Germany, March 30, 2016 – The latest version of the geomarketing software RegioGraph is now shipping to customers. Available in English and German, RegioGraph 2016 gives users the ability to access map analyses online via a Web viewer, geocode IP addresses and import address data more quickly.

The new dual-language version of GfK's geomarketing software RegioGraph began shipping to customers on March 23, 2016. More than 600 orders have already been sent out.

RegioGraph is a powerful, easy-to-use software solution for location intelligence applications ranging from market and target group analyses to sales territory optimization and expansion planning. With more than 40,000 users, RegioGraph is Germany's geomarketing solution of choice and also enjoys a wide circle of international users. Offered as part of GfK's Geomarketing solution area, RegioGraph has won numerous awards for innovation and user-friendliness.

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 D&B address data on business potential (for Germany only).

GfK GeoMarketing GmbH
www.gfk-geomarketing.com
geomarketing@gfk.com

Bruchsal branch:
Werner-von-Siemens-Str. 9
Gebäude 6508
76646 Bruchsal; Germany
T +49 7251 9295 100
F +49 7251 9295 290

Hamburg branch:
Herrengaben 5
20459 Hamburg

Nuremberg branch:
Nordwestring 101
90419 Nuremberg; Germany

Management board:
Friedrich Fleischmann
Hans-Peter Klotzbücher

Amtsgericht Mannheim
HRB 250872
Ust-ID: DE 143585033

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 are able to 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.

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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GfK GeoMarketing GmbH
Public Relations
Cornelia Lichtner
Werner-von-Siemens-Str. 9
Gebäude 6508
76646 Bruchsal; Germany
T+49 7251 9295 270
cornelia.lichtner@gfk.com