

Press release

RegioGraph: 2018 update available end of March

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International geomarketing software from GfK

Bruchsal, Germany, February 13, 2018 – GfK will release a new version of its geomarketing software RegioGraph at the end of March. RegioGraph 2018 offers a new, user-friendly interface, 2018 maps and purchasing power data, and optimized tools for location-based analyses in marketing, sales and expansion endeavors. The new software gives companies from all industries an innovative and reliable basis for making more informed location-related decisions.

With RegioGraph 2018, users can display their customers, target groups and potential on up-to-date digital maps and carry out analyses using the integrated purchasing power data. This makes it easy for decision-makers in expansion, sales and marketing to illuminate new market opportunities and detect weak spots requiring attention.

“RegioGraph 2018 helps users in complex, dynamic markets make better investment decisions and minimize risk,” says Friedrich Fleischmann, head of GfK’s Geomarketing solution area. “Being able to quickly and precisely pinpoint market opportunities and target groups remains a key success factor in the digital age. Our geomarketing software RegioGraph delivers strategic and operational support for users from all industries, with applications ranging from implementing target group-sensitive marketing campaigns to opening new business sites.”

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New additions to the 2018 version:

- up-to-date maps and data (purchasing power, households, inhabitants): for a European country of choice (with the latest available data vintage)
- user-friendly interface, aligned with Office 2016
- expanded and simplified tools: attribute analysis, sales territory optimization with key account management, multiple drive-time zones in one layer, new linking options in table view
- aerial images: Analyses can be carried out directly on aerial imagery and online maps from Bing for a minimum of 12 months.
- online version: In addition to the desktop software versions, GfK has recently launched a new [online version of RegioGraph](#). RegioGraph Online allows retailers to make quick initial assessments of prospective locations even while on business trips.

RegioGraph supports a broad range of tasks ranging from locating target groups and optimizing marketing campaigns and sales territories to creating more effective branch and supply networks.

About RegioGraph

Under continuous development since 1991 by GfK's Geomarketing solution area, RegioGraph offers comprehensive tools for answering the many location-based questions faced by sales, marketing and controlling teams. With more than 40,000 users, RegioGraph is Germany's geomarketing solution of choice and has garnered numerous awards for innovation. The software also has a broad international user base. GfK offers both an English and German version of the software along with worldwide digital maps to support the geocoding, visualization and analysis of any information with a location component.

The desktop versions of RegioGraph – Analysis, Planning and Strategy – include GfK Purchasing Power and digital maps for a European country of choice. RegioGraph Strategy can also be obtained with data on B2C and B2B potential to support granular analyses at the level of street segments in many European countries.

RegioGraph 2018 is an update of the 2017 version and offers a comprehensive array of new features compared to previous versions. Access an overview [here](#).

Additional information on GfK's geomarketing software RegioGraph can be found at <http://regiograph.gfk.com>.

Print-quality illustrations can be found [here](#).



About GfK

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