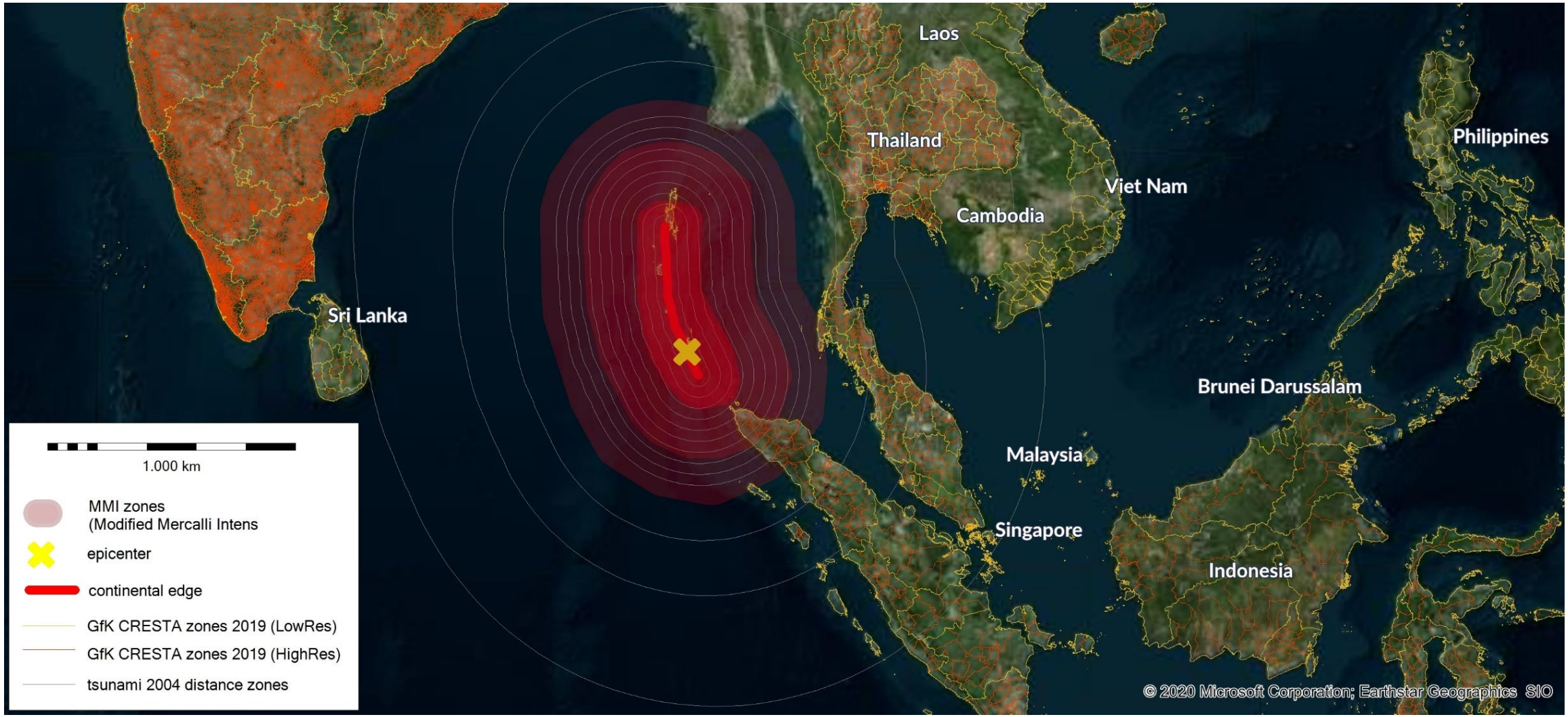
Growth from Knowledge

CRESTA zones

boundary and market data

Get insights from natural catastrophes with GfK boundary data



What are CRESTA zones?

Communicate risk insights using a common standard

USE CASES

Boundary data for analyzing, aggregating and exchanging risk-related insights.

TARGET GROUPS

insurers, reinsurers, modelers, regulators and other industry professionals.

GfK AS OFFICIAL PARTNER

Created in collaboration with PERILS CRESTA AG.

GLOBAL COVERAGE

Link your data to zones in 137 countries. Look up zones for your markets using: map viewer.

© GfK

“HighRes” or “LowRes” CRESTA zones?

Two resolutions support a broad range of insurance applications:

- analyze exposures
- model catastrophes
- underwrite policies
- adjust premiums
- track loss volumes
  Solvency II regulations

HighRes

Resolution corresponds to detailed postcodes or municipalities **> 242,172 units worldwide**

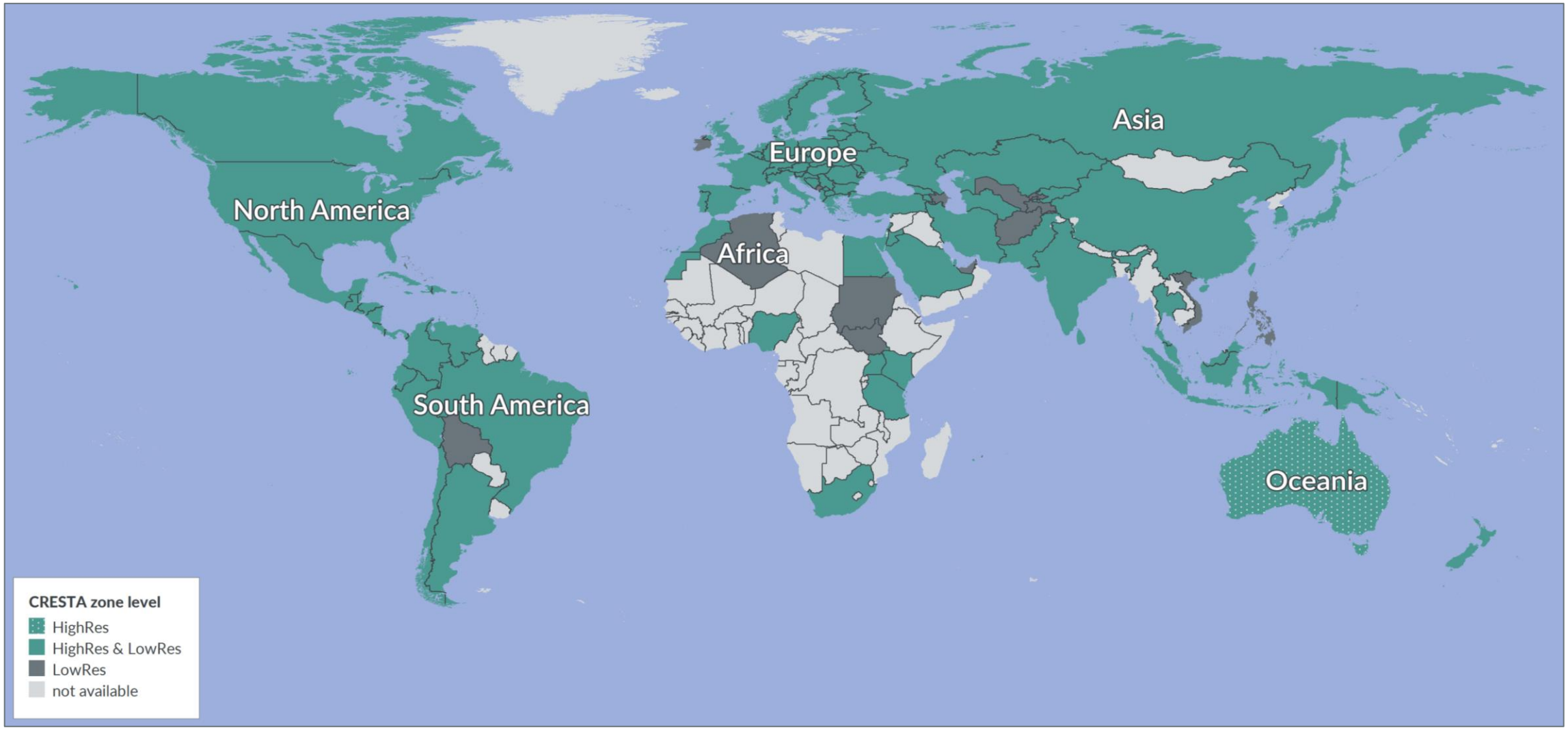
LowRes

Resolution corresponds to two-digit postcodes or admin. levels **> 4,801 units**

© GfK

CRESTA zones for all key insurance markets

Select from two resolutions depending on your needs

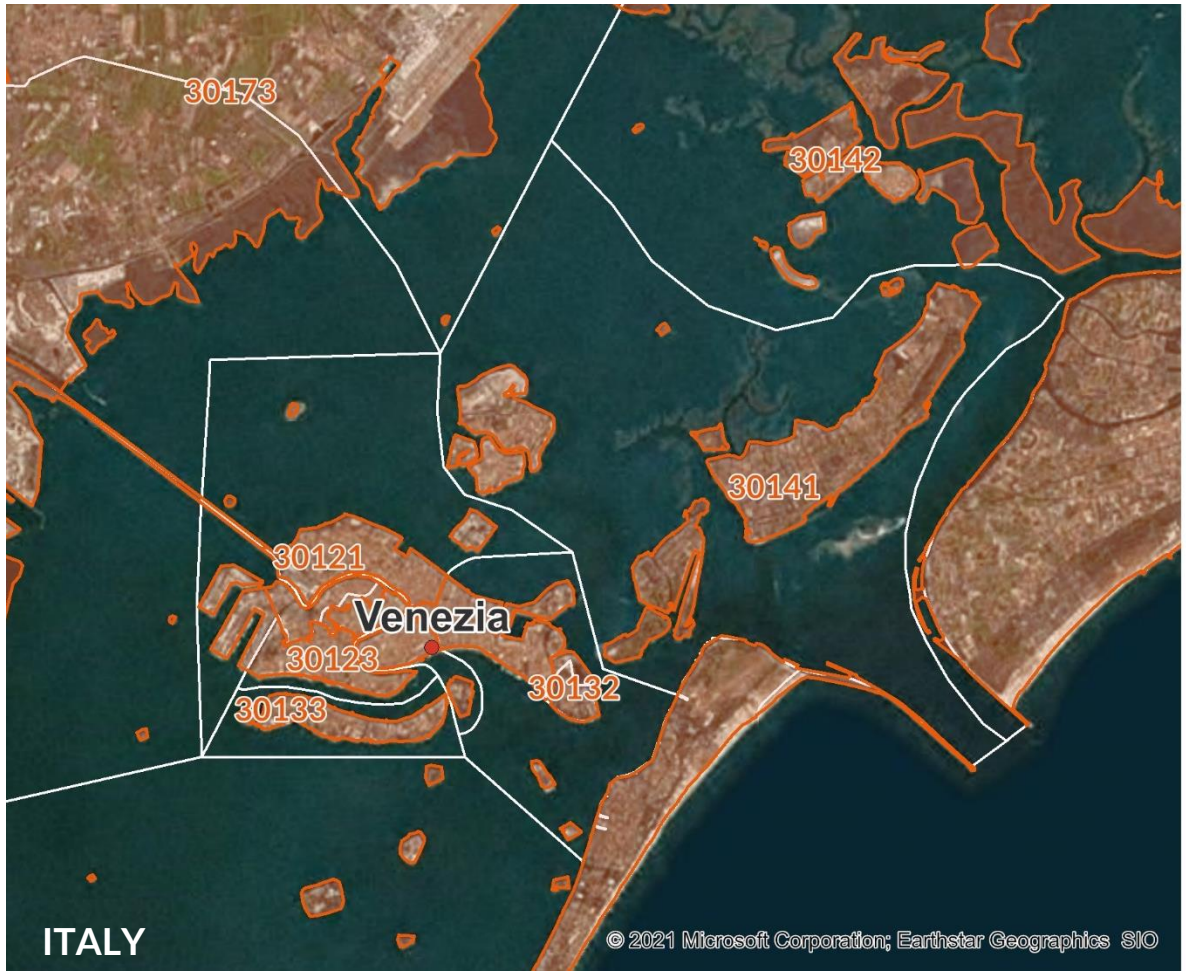


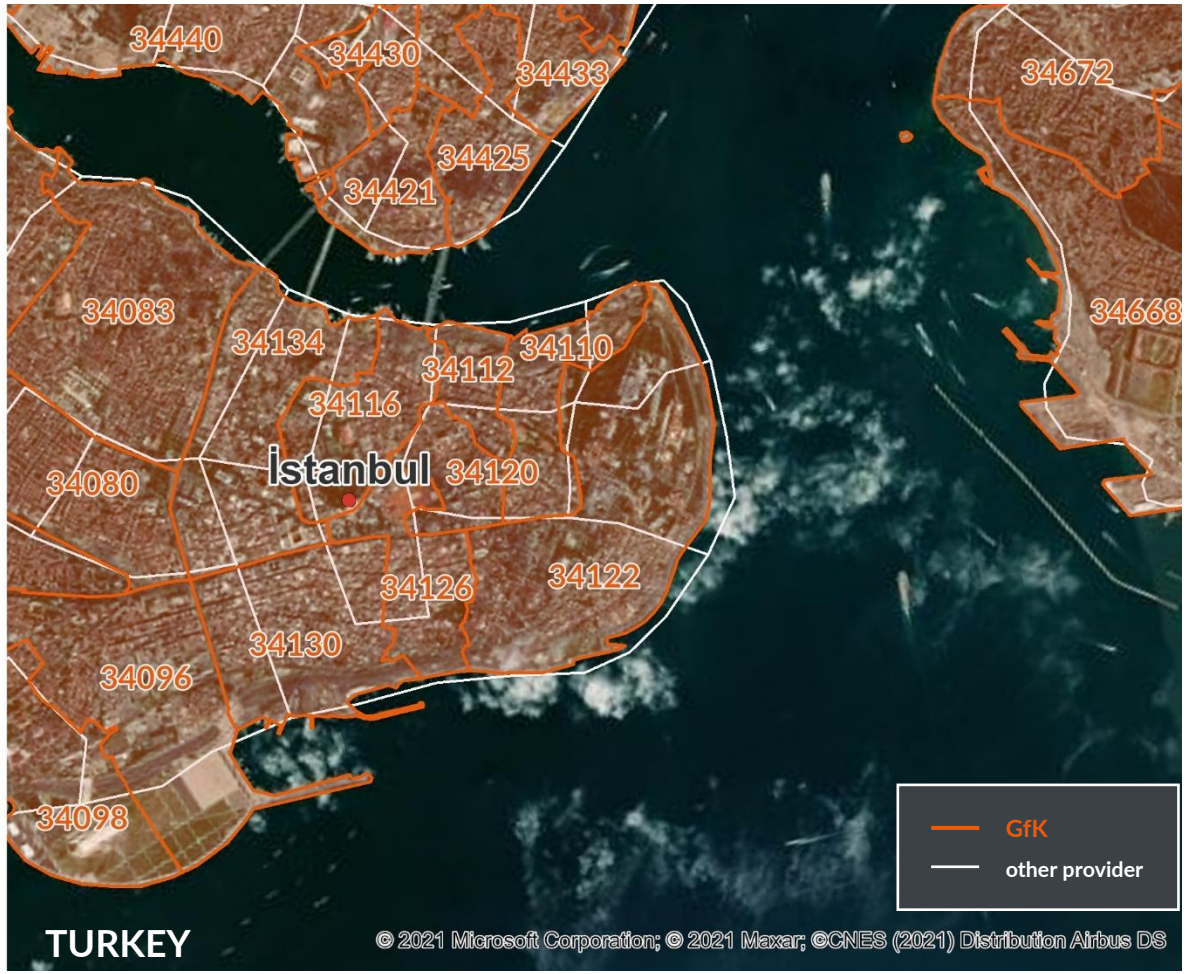
© GfK

“As a globally adopted standard for the exchange of insurance data, CRESTA zones play a critical role in both assessing risk and communicating insights. GfK’s proven cartographic expertise and high-quality geodata ensure that this important product meets the evolving demands of the insurance industry.”

Dr. Luzi Hitz, CEO of PERILS

Benefit from precise boundaries in coastal, asset-heavy regions





Frequent map updates

Change of coastline due to volcanic eruption on the canary island La Palma

© GfK

Enrich CRESTA zones with GfK market data

**Analyze with greater flexibility by incorporating additional regional levels,
such as GfK postcode boundaries. Incorporate market data, such as information on demographics and disposable income.**

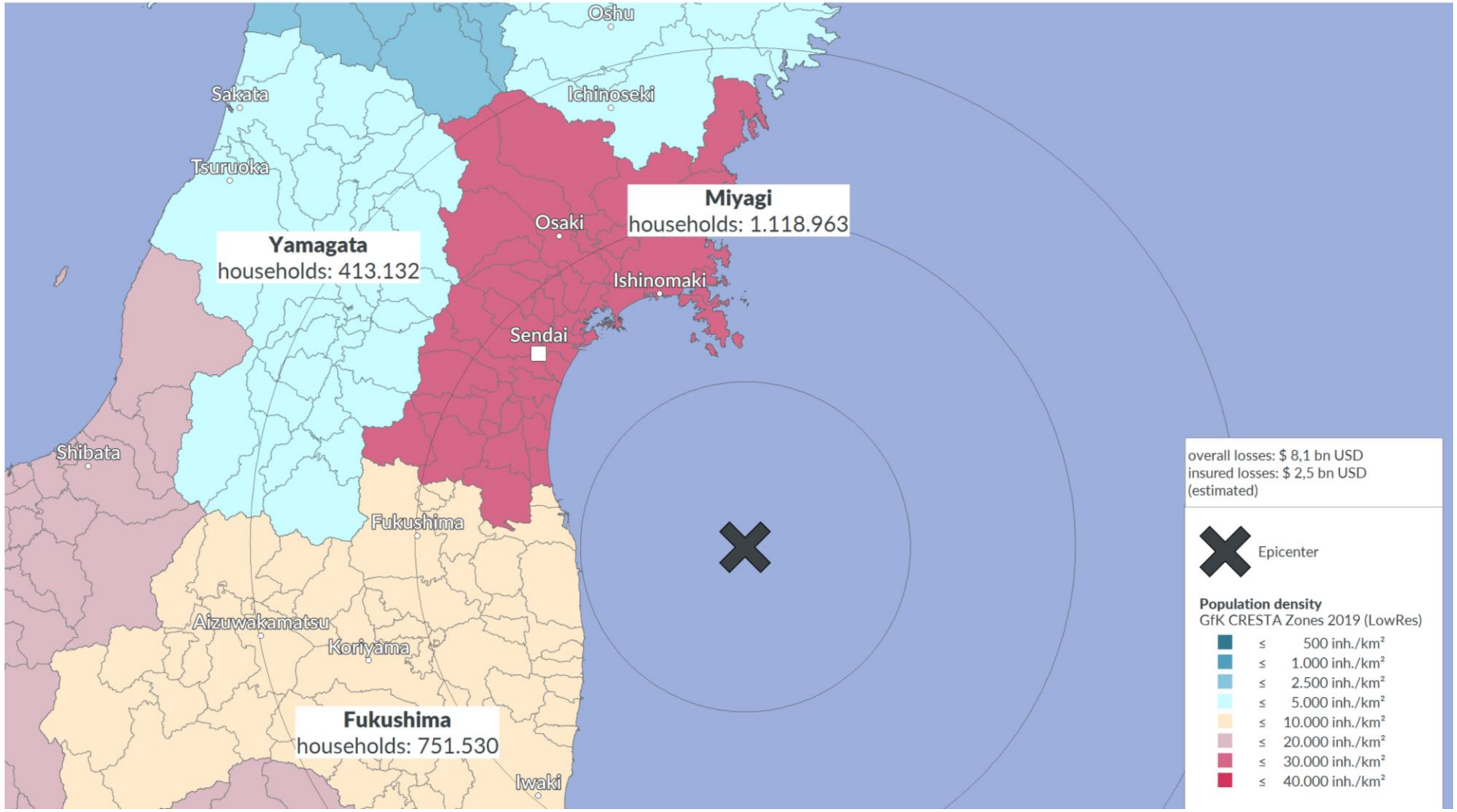
Available data for insurance applications

- **Demographic data**
  Use population data to enhance your risk and loss estimates in all your markets.
- **Purchasing power data for selected countries**
  Use data on disposable income for more insights when assessing probable loss volumes, setting premiums, and identifying regions for new business.

© GfK

Aggregate loss types & volumes in heavily populated areas -

Fukushima earthquake 2022



© GfK

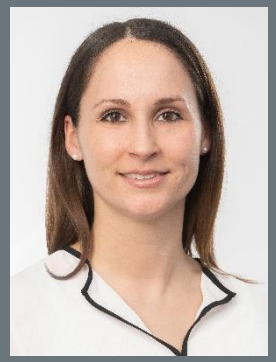
Benefits

1. Flexible aggregations options
2. Coverage
3. Up-to-date
4. High-quality standard
5. Compatible with other GfK Geodata

© GfK

Contact me for more information

For more information, visit www.gfk-geomarketing.de/cresta.



GERMANY

Julia Kloé

Senior Sales Consultant, Reinsurance Geomarketing, GfK

+49 911 3952621

julia.kloe@gfk.com