



## Make smart decisions with RegioGraph

Create meaningful map analyses, professional sales territory planning or well-founded location evaluations. Our geomarketing software has been convincing customers with sophisticated tools for spatial analyses for more than 30 years. Share your results online with colleagues, leading to more streamlined communication and decision-making.

[www.gfk-regiograph.com](http://www.gfk-regiograph.com)



Growth  
from  
Knowledge

# Use RegioGraph for efficient market development

Create meaningful map analyses, professional sales territory planning or well-founded location evaluations. For more than 30 years, RegioGraph has been impressing our customers with sophisticated tools for spatial analysis, forming the basis for important corporate decisions in sales, marketing, expansion and controlling.

You can use our geomarketing software to visualize your data on maps. To achieve this, simply import your information on customers, sales, locations, or your territory structure using the address or zip code. Together with the included GfK Purchasing Power or other market data, you will gain new insights, allowing you to focus on high-potential regions.

Due to increasing remote work, multiple locations or interdisciplinary teams, tools to ensure smooth processes and enable digital collaboration are needed more than ever. With the add-on RegioGraph Team-Connect, you can carry out your geomarketing analyses, sales territory planning and location assessments on interactive maps online. Your team can access up-to-date information from anywhere and has a wide variety of query tools at their disposal.

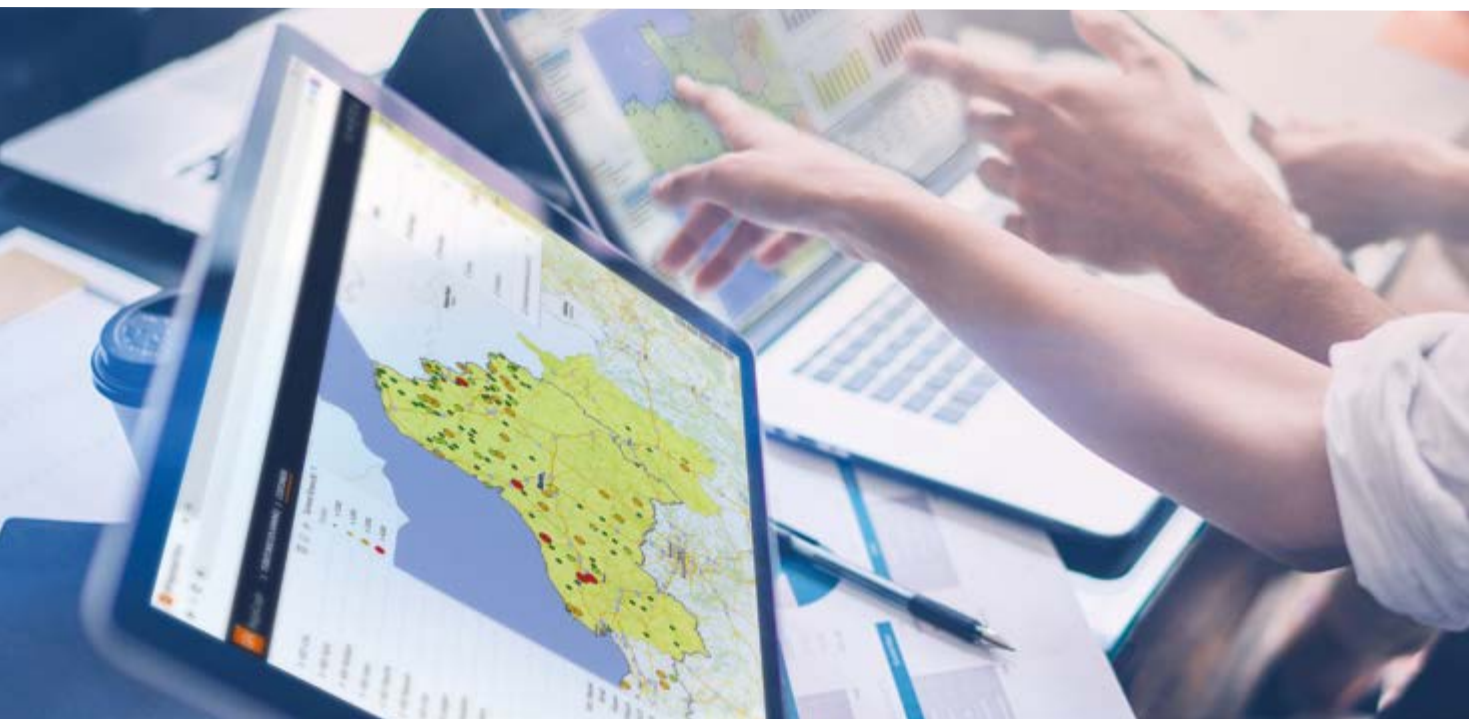
## What our customers say:

“

We've been using RegioGraph for 26 years. The visualization of sales territories and the identification of potential using so-called “heat maps” have raised the planning of our future territories to a new level and have a very high level of acceptance in our sales department. RegioGraph is therefore an important part of the planning activities for our sales structure.  
*Martin Pühra, Teamlead Territory Planning E3, Hilti Deutschland AG*

“

With RegioGraph, we convince our customers and colleagues with clear and professional visualizations on maps. The software enables us to identify and communicate sometimes confusing correlations between data in an understandable way and with little effort.  
*Matthias Schäfer, Project Manager Logistics, MAZMAIL GmbH*





# Select your area of interest

## Plan optimal sales regions

***Have your results or the conditions in your territories changed significantly, perhaps requiring a restructuring?***

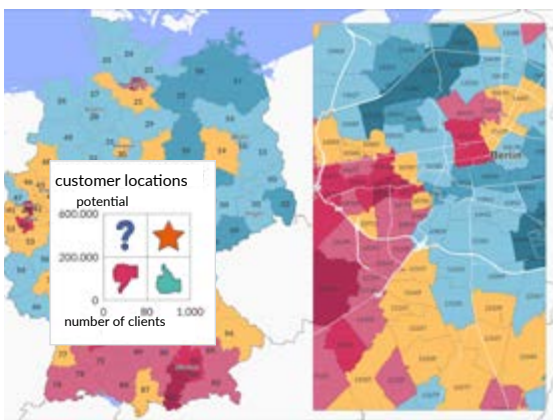
Import your sales territories and employee assignments into RegioGraph and display them on digital maps in just a few clicks. Access professional territory planning tools to automatically balance your territories. Organize substitutions and above all: save time!



## Locate & motivate your target group

***Do you need more insights on your target group in order to plan more successful marketing campaigns?***

With RegioGraph you can visualize and evaluate any data on digital maps. This way, you can find out what your regional customer and sales distribution looks like and enrich it with additional target group characteristics. This allows you to identify your target group and regions with high potential. As a result, you can optimize advertising measures with greater precision.



## Make more informed location decisions

***Do you face critical location decisions and want to make sure you consider all relevant factors?***

Use RegioGraph to map your location network and link information on your customers, target group potential and competitors. Detailed tools for data analysis show you your target groups and market potential down to the level of street segments. This way, you can identify gaps in the location network and decide on new locations.



## Analyze diverse data

***Do you have large volumes of information in your database or spread out across numerous spreadsheets?***

RegioGraph helps you make sense of this data by using geographic information such as addresses to visualize your customers, turnover and locations on digital maps. This reveals complex patterns and relationships that would otherwise go unnoticed. Evaluate your market penetration by comparing your turnover to the included GfK Purchasing Power.



# The right software for all your needs

RegioGraph Analysis	RegioGraph Planning	RegioGraph Strategy
offers the fundamental tools necessary for analyzing your customers, turnover and potential.	includes intelligent tools for sales territory planning and optimization as well as street-level customer analyses.	provides powerful tools for detailed location evaluations based on potential and competitor influences.
<b>Basic version:</b>	<b>In addition to all contents of Analysis:</b>	<b>In addition to all contents of Planning:</b>
<ul style="list-style-type: none"> <li>easy data import by postal codes (geocoding)</li> <li>updating of data</li> <li>diverse market analyses (ABC, customer density, portfolio, charts, etc.) &amp; customizable formatting</li> <li>results exportable as a PDF, MS Excel file, image, etc.</li> </ul>	<ul style="list-style-type: none"> <li>easy data import by address (geocoding)</li> <li>professional sales territory optimization tools</li> <li>planning view with dashboard interface, including map, charts and a table</li> <li>calculation of workload</li> <li>calculation of catchment areas</li> <li>detailed reporting</li> </ul>	<ul style="list-style-type: none"> <li>street segment-level analyses e.g. competition, prospective customers</li> <li>location evaluation and planning with consideration of competitors</li> <li>detailed reporting for micro-data in data analysis mode</li> </ul> <p>⊕ optional integration of detailed data on end consumers and business potential possible</p>
from €960 per year*	from €2,710 per year*	from €4,630 per year*



All prices exclude VAT. GfK GeoMarketing's licensing conditions and general terms and conditions apply ([www.gfk-geomarketing.com/licensing](http://www.gfk-geomarketing.com/licensing)).

\* Price for the first year within a 3-year subscription with an annual increase of max. 3%.

## Add-on: RegioGraph TeamConnect

allows you to share results online with your team for current insights into your planning.



### RegioGraph Analysis, Planning, or Strategy required for project creation

- easy uploading of project results to your company's own web server
- incl. 10 viewers with browser-based access to shared projects from various end devices (*extension for additional viewers possible*)
- assign access rights for selected viewers
- presentation of diverse market analyses and sales structures on the interactive map
- overview of all data in an overall table with search, filter, and sort functions
- data selection using a circle, rectangle, or polygon on a map as well as distance measuring
- comments with location reference

from €2,710 per year\*

## RegioGraph – powerful & customizable desktop solution

- select between RegioGraph Analysis, Planning and Strategy, depending on your application
- available with all GfK maps & GfK Purchasing Power for a European country of your choice
- expandable with GfK's global map offering & other GfK market data
- free customer support hotline and video tutorials
- option to book GfK training courses & coaching sessions

Questions? Please contact us at any time!

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Order now online: [www.gfk-webshop.de](http://www.gfk-webshop.de)

### About GfK

For over 85 years, we have earned the trust of our clients around the world by solving critical business questions in their decision-making process around consumers, markets, brands and media. Our reliable data and insights, together with advanced AI capabilities, have revolutionized access to real-time actionable recommendations that drive marketing, sales and organizational effectiveness of our clients and partners. That's how we promise and deliver "Growth from Knowledge".