GfK
Growth from Knowledge

RegioGraph LocationAdvice

Analyze locations online directly on digital maps

Use Case: Expansion

"

I have to evaluate multiple real estate offers quickly and efficiently. I need on-sight assessments of prospective locations and their surroundings and I want to communicate impressions quickly with my colleagues.

I need a solution, which ...

... is intuitive with an easy-to-use interface,

... delivers information while on the go and

... shares results online.

Online application for location planning

RegioGraph LocationAdvice

Plan & evaluate your locations while on the go using digital maps.

Quickly access all information on your locations.

Keep team members informed thanks to simultaneous data access.
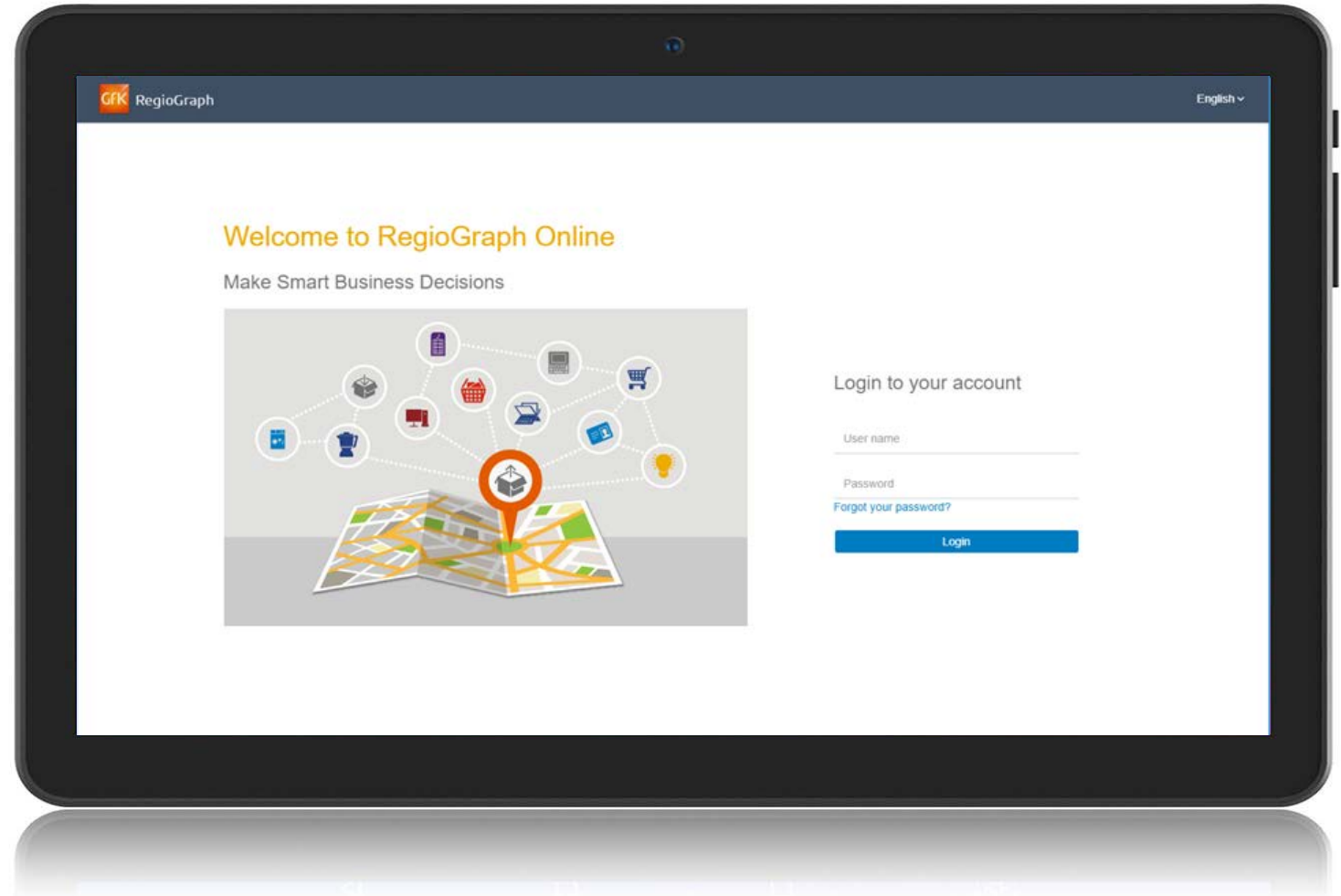

Get deeper location insights with our geomarketing expertise.

Guided tour
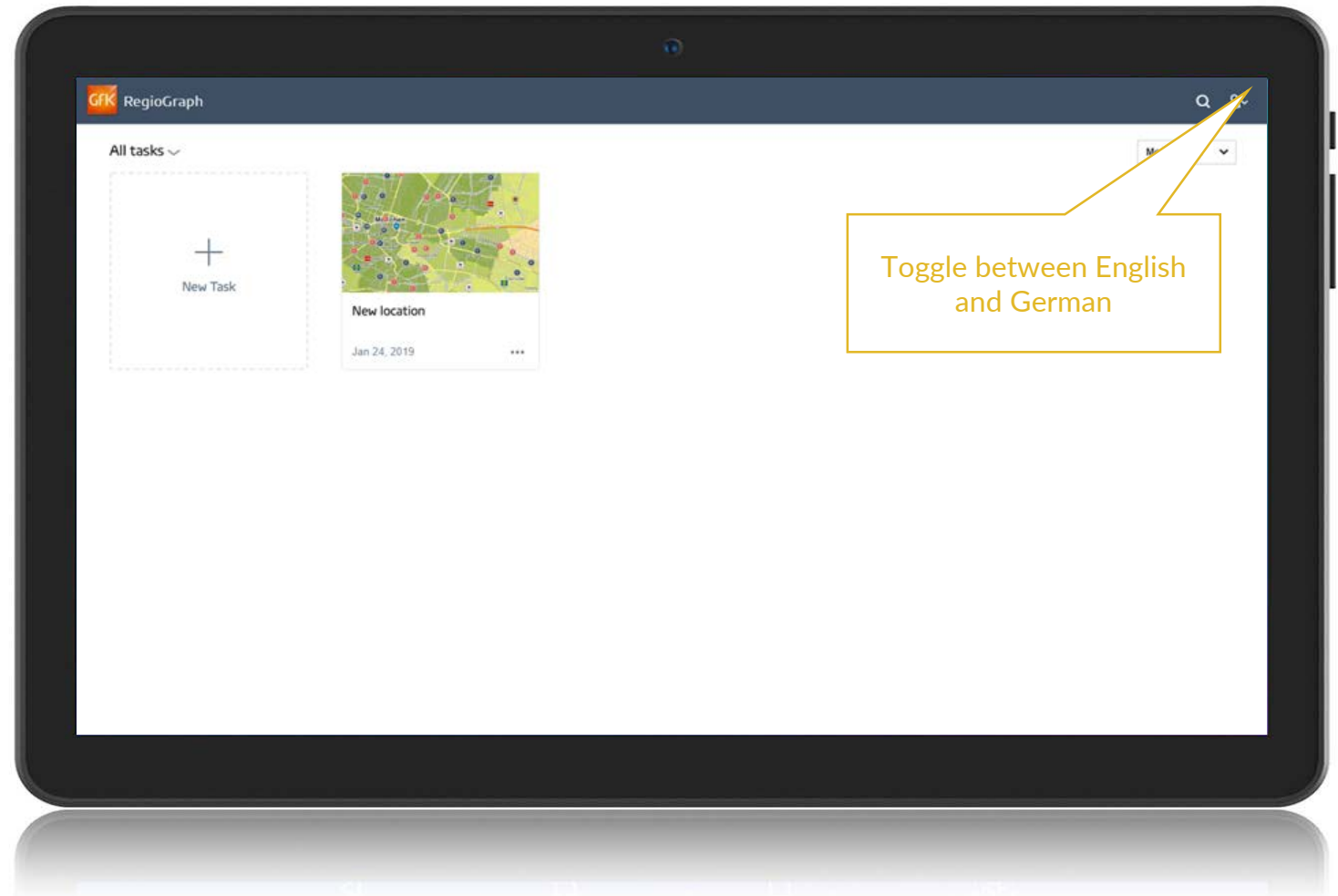# of online application

Log on anywhere from your browser

- Register your entire team on your company server

- Grant different access rights to different users

Add & access your tasks on home page

- Create and view your tasks

GfK RegioGraph

All tasks ⌄

[+ New Task]

New location

Jan 24, 2019
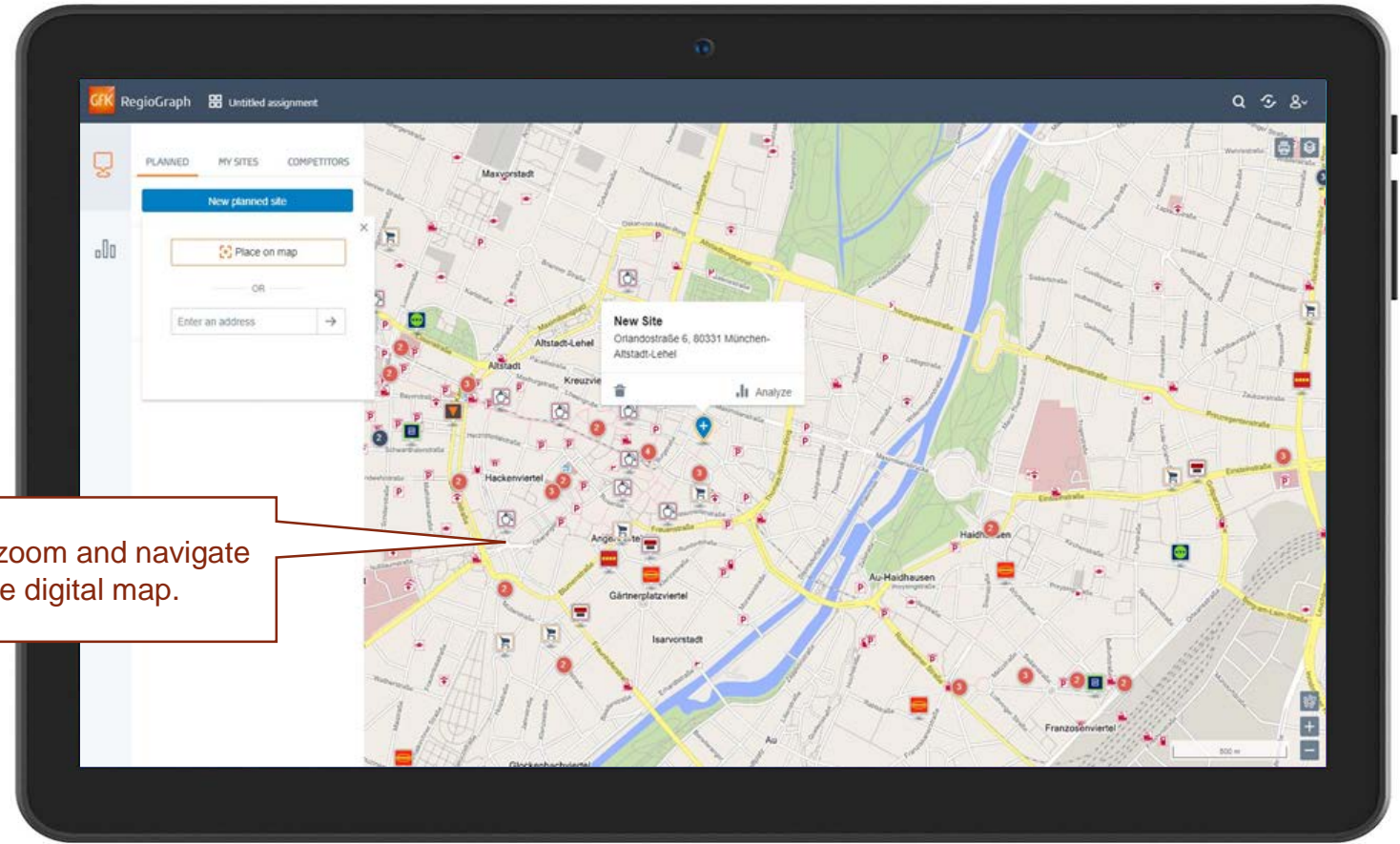
Toggle between English and German

Easily add locations to your map

- Click a point on the map or enter the address

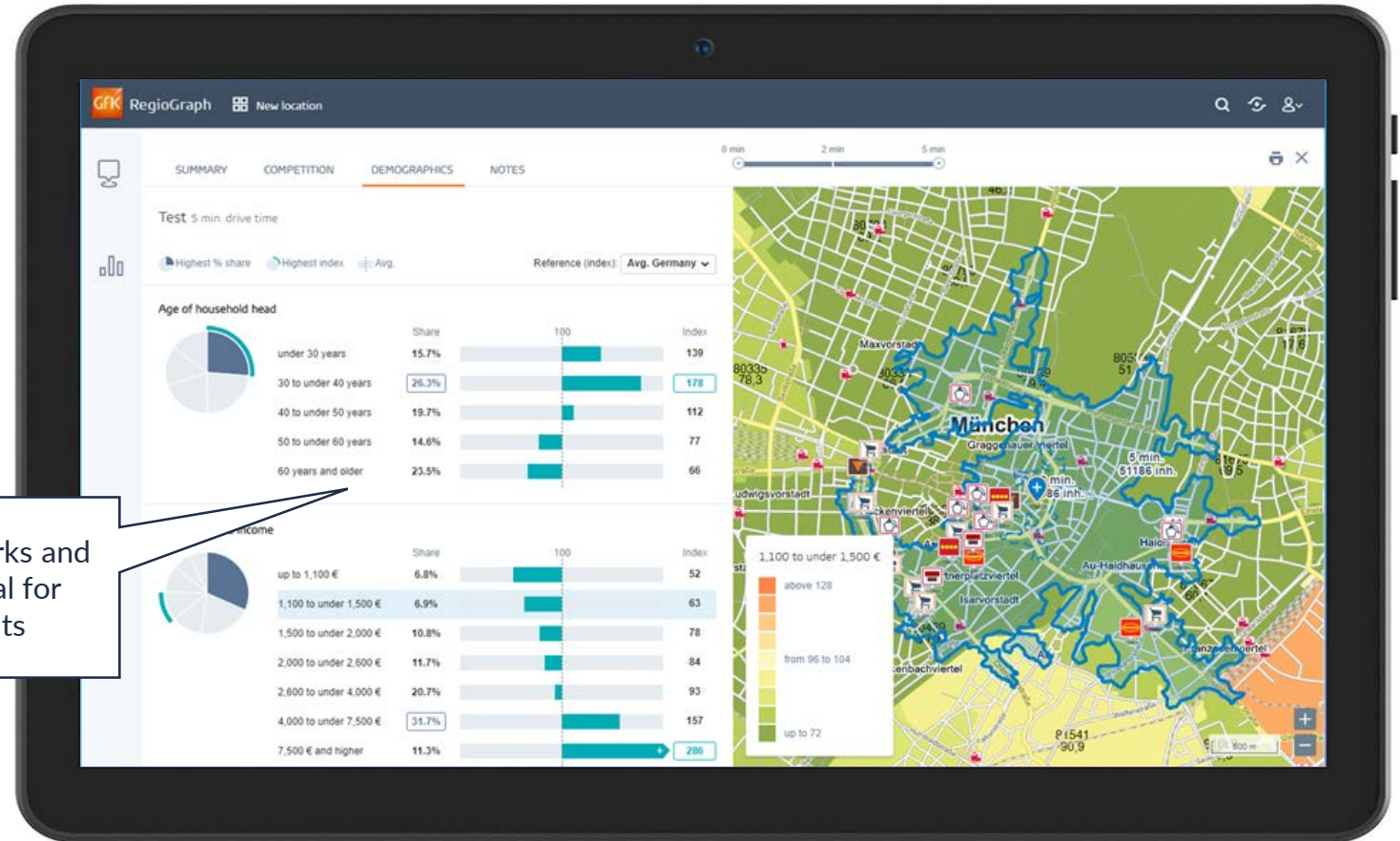Easily zoom and navigate the digital map.

Evaluate your catchment areas

- Determine the socio-demographic profile of your locations using GfK data on potential
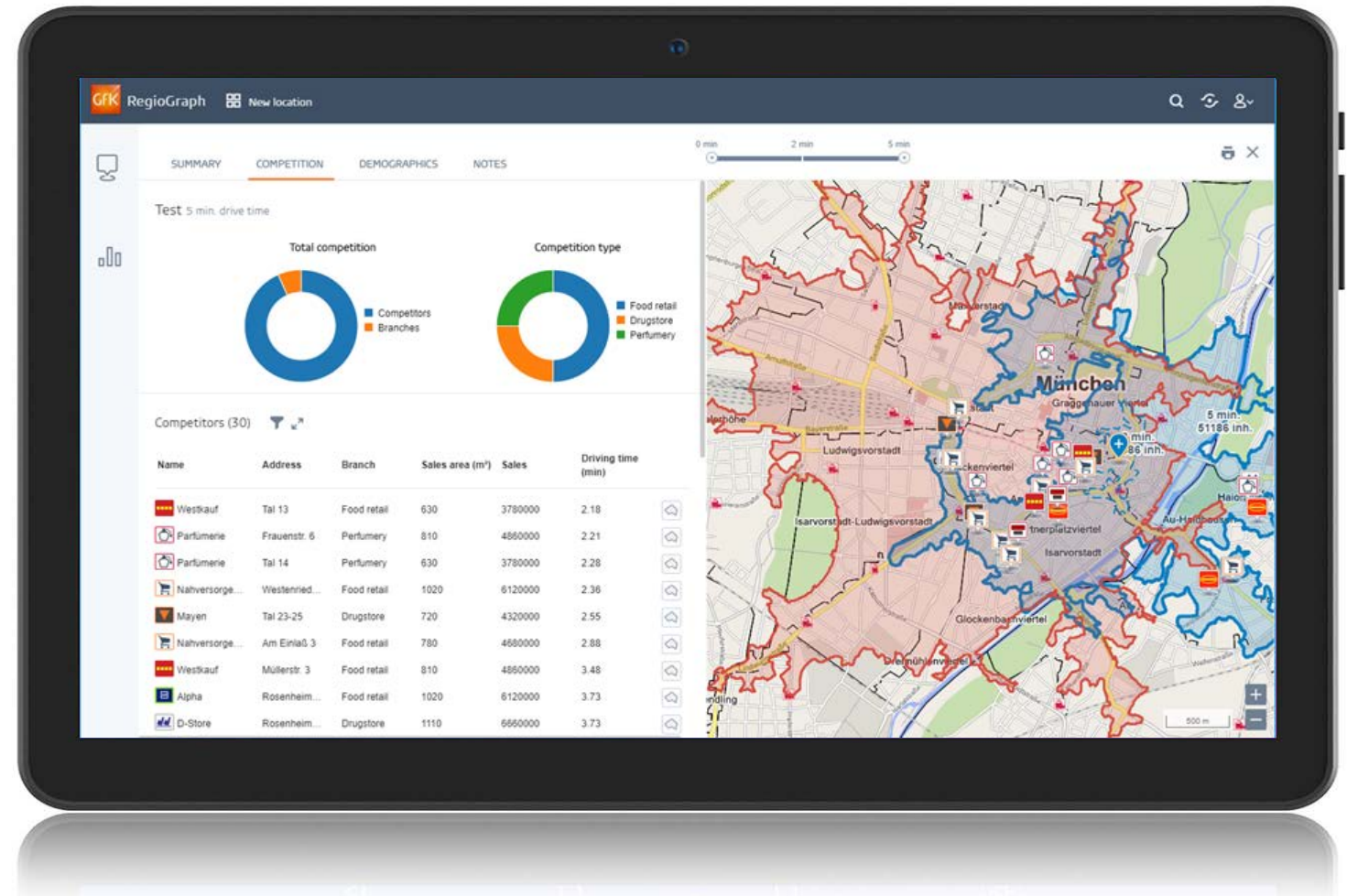
Analyze benchmarks and data on potential for deeper insights
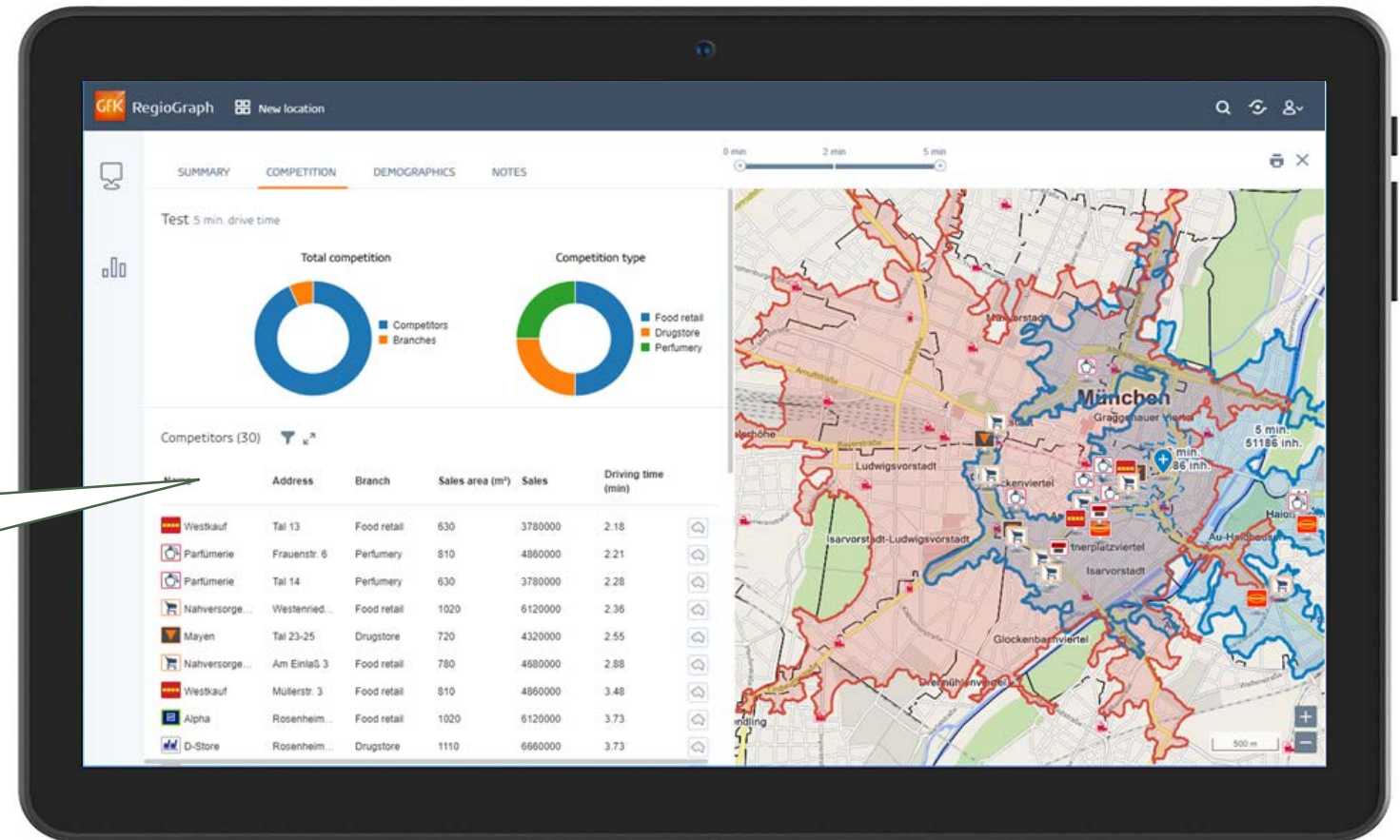
Visualize competitor locations

- Zoom into your active areas and analyze competitor density

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Analyze the competition

- Access all relevant location parameters from an easy-to-use dashboard

Specify whether competitors and partners are to be shown or hidden.
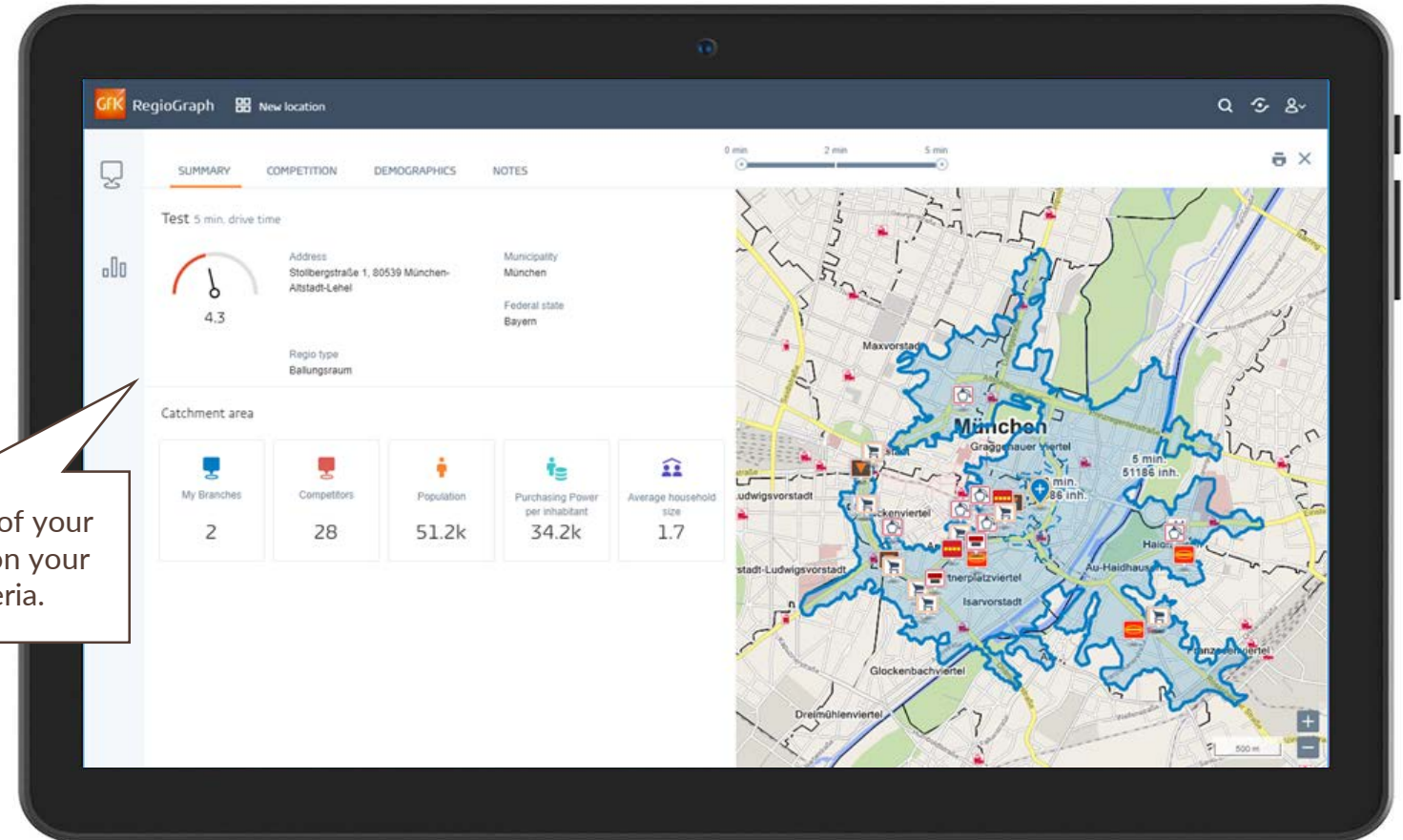
Track & compare KPIs for your locations

- Analyze the most important benchmarks for your catchment area at a glance

- 5-7 benchmarks can be configued based on your needs

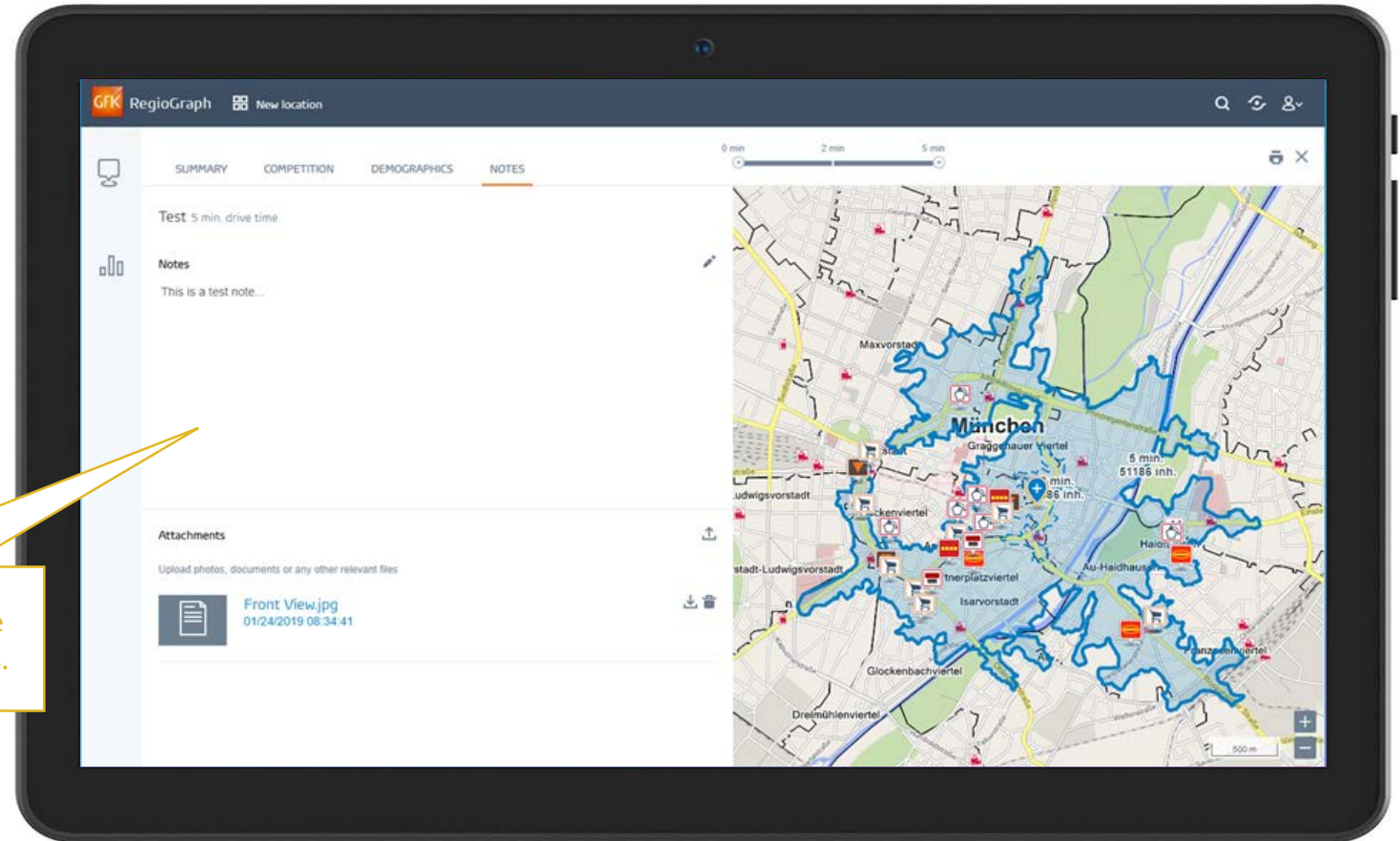Get an overview of your locations based on your specified criteria.

Gain and share location insights

- Supplement catchment area analyses through notes and photos from on-site assessments

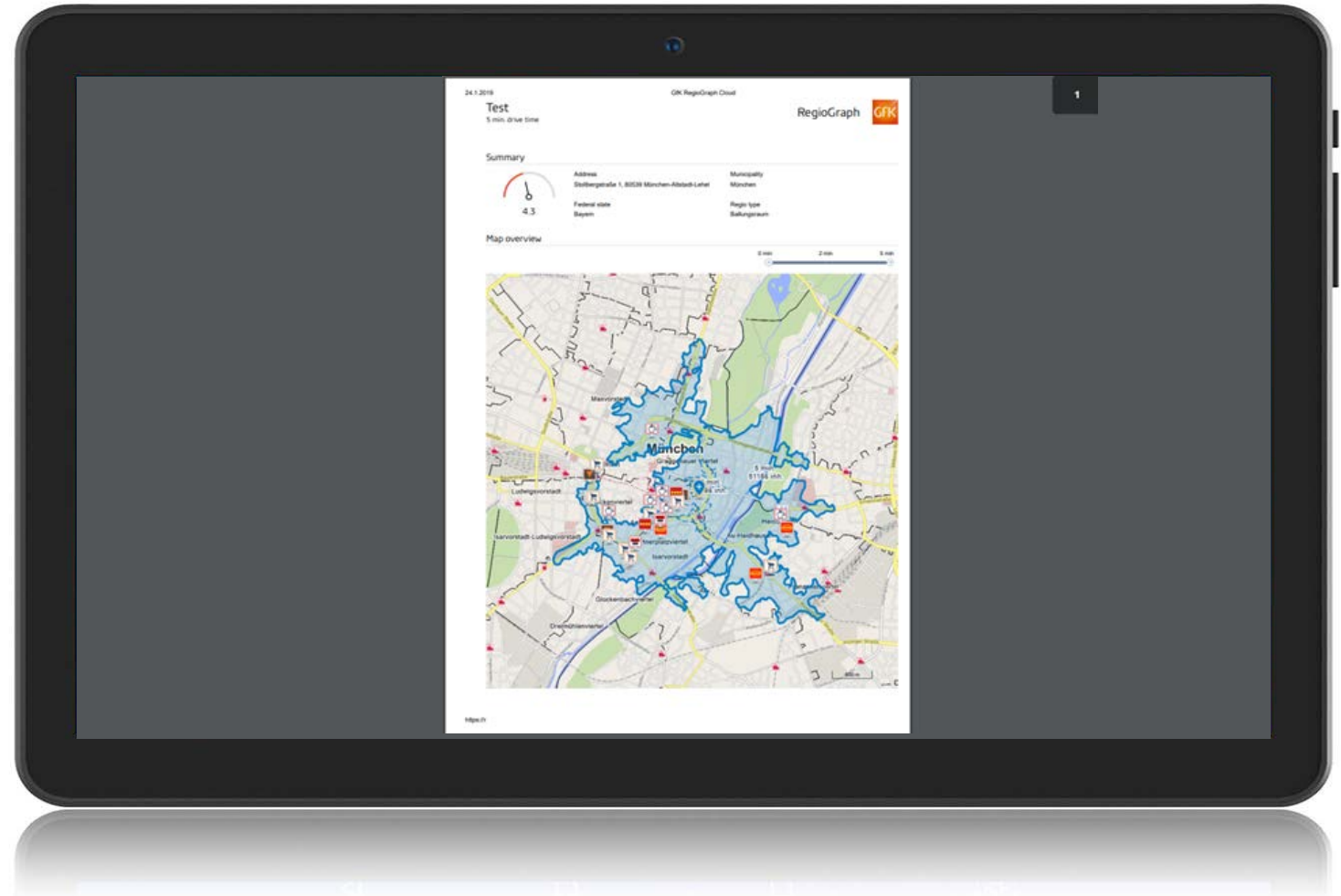- Share the results of analyses online with colleagues

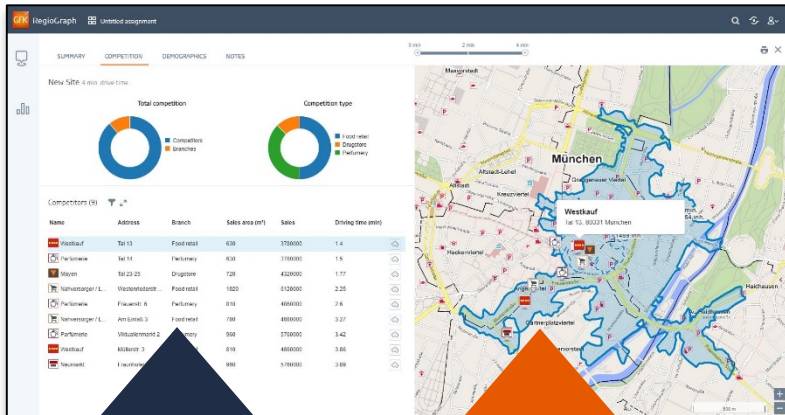Build internal consensus more quickly by sharing impressions.

Create PDF reports

- Conveniently review the results of your analyses using the report template

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How you benefit

Overview of features

your own company data + **GfK data on potential**

Add new locations

Mark a location by clicking the map or entering an address. Quickly carry out analyses.

Analyze catchment areas

Evaluate all relevant information on your catchment areas using your own data as well as GfK market data.

Benchmark new sites

Compare location potential to find the best conditions for your business. Assess individual KPIs or multiple parameters.

Evaluate locations while on the go

Quickly access location parameters on your markets, target groups and competitors while on the go. Communicate impressions and photos from on-site visits.

What you receive

Client-tailored configuration

Importing of your own company data on locations and competitors

On-site implementation

Installation on your company's server in collaboration with your IT personnel

Online access for multiple users

Assigning of user-specific access rights, with simultaneous access to associated tasks

Subscription service

Provision of regular updates and ongoing developments

Integrated GfK maps

Includes maps for a European country of choice (or Germany, Austria and Switzerland)

Integrated GfK data on potential

Includes market data to support your analyses of locations and relevant KPIs

Benefits at a glance

Online access & platform-independent

Enjoy a browser-based user interface that you can access from various end devices while on the go.

Multi-user environment for your team

Keep your team updated thanks to simulanteous access to your data.

Geomarketing innovations

Get deeper insights from an online app informed by our geomarketing expertise.

Security for your company data

Have confidence that your data is protected thanks to installation on your company's own web server.

Secure environment for your company data

Your data is protected through storage on your company's own web server

client web browser

RegioGraph Online REST services

operating system Windows server with IIS

on-site server up-to-date server model

System prerequisites

- CPU: Intel Xeon @3.2 GHz (16 processors)
- RAM: 128 GB
- HDD: 200 GB
- Windows server 2016, 64-bit
- Internet Information Services (Version 10.0.14393.0)
- SSL certificate is mandatory
- RegioGraph Online Services 0.11

Current client configuration

- up-to-date browser; Google Chrome recommended

Questions?

If you have any questions, please contact us!

Geomarketing team

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