NIQ Regional Online Potential

International

NIQ Geomarketing

powered by GfK intelligence

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Applications

The NIQ Regional Online Potential provides support, especially for all companies that sell directly to end consumers, in the following areas:

The regional online potential reveals the online purchasing behavior of customers in a variety of areas. This allows you to tailor your sales and marketing endeavors according to the consumer preferences of particular regions. Also, the resulting insights give you a decisive competitive advantage for all location-related decisions – either to avoid regions with customers with a high affinity for online buying, or to use this information to optimize your omnichannel marketing activities.

Online marketing

Use the regional online potential to refine the automated targeting of relevant advertising contacts through Programmatic Advertising. This allows you to target your online advertising at users from particularly online-savvy regions.

Location planning and evaluation

Using the regional online potential, you can assess the competitive constraints that are putting your locations under pressure. You can decide whether to enter a new market or expand existing operations based on the online potential in the regions in question. You can also quickly and efficiently evaluate your existing locations.

Direct marketing

You can better target your marketing actions and save time and money by knowing the regional distribution of online affinity. For example, response rate can be boosted by concentrating your mailings in areas with particularly high levels of online affinity.

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Calculation basis

NIQ Geomarketing carries out regional studies on online potential in a large number of European countries.

The NIQ Regional Online Potential refer to regional spending on online retailing and show this as an index value (country average index = 100). This means that only online purchases are included; other indicators of regional online behavior, such as the use of social networks or streaming services, are not taken into account.

NIQ Regional Online Potential are calculated for both administrative and postal units.

In order to be able to make the calculation as fine-grained as possible, extensive research work is carried out for the regionalization of the information individually for each country.

The calculation of GfK's Regional Online Potential is based on a large number of official and verified private data sources. It takes into account regional purchasing power, regional age distribution, regional education levels, the degree of urbanization, and other regional characteristics. The regional online potential is aggregated using mathematical and statistical methods that have been developed and refined over many years.

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Data Structure

Regional code (e.g., regional identifier, postcode, etc.)

Regional identifier (e.g., municipality name, postcode name, street name)

Inhabitants and households
Number of inhabitants and households by region, provided in absolute and per mill values.

Online potential as an index per inhabitant
The index per inhabitant is based on the national average (index = 100). An index of 110 or 90 means that the regional online potential of the inhabitants of the area in question lies 10% over or below the national average.

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Regional levels

We provide NIQ Purchasing Power for Retail Product Lines for approximately 60 product groups at a consistently high quality for all of Germany – from federal states, counties, municipalities and postcodes, down to localities, city districts, and the country's street segments.

NIQ Purchasing Power for Retail Product Lines can be aggregated for specific areas of your choice, such as the catchment areas of your branch locations or your external sales regions.

1

Administrative regions

- federal states
- counties
- urban/rural districts
- municipalities

2

Postal regions

- 1-digit postcodes areas
- 2-digit postcodes areas
- postal directing areas
- 5-digit postcodes areas

3

Micro-geographic regions

- localities and city districts
- street segments

4

Client-specific regions

- sales regions
- catchment areas

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Time series comparisons

Our high-quality data allows you to make precise regional comparisons. However, we advise against using our data for time series comparisons, because our methodology has been refined and perfected numerous times over the course of the years. For example, changes often occur in the sources and statistical methods used to compile and calculate our data.

NIQ Geomarketing places great emphasis on providing data that represents regional differences as accurately as possible. This commitment to accuracy means that we are regularly adopting improved methods as well as newer and more detailed data sources. As a result, time series comparisons are not advisable, because they will not be comparing like with like.

Stated in a different way, if we were to place our primary emphasis on ensuring that clients can carry out meaningful time series comparisons, we'd have to ignore the discovery and emergence of improved methods and data sources. We feel strongly that this would be a mistake. Moreover, frequent changes to administrative boundaries make it difficult or impossible to carry out meaningful time series comparisons.

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Questions?

Contact us at any time.

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More about our Solutions:

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