

Press release

GfK launches RegioGraph Online

January 25, 2018

Cornelia Lichtner
Public Relations
T +49 7251 9295 270
cornelia.lichtner@gfk.com

New GfK online geomarketing application

Bruchsal, Germany, January 25, 2018 – GfK has developed a new, additional version of its geomarketing solution, RegioGraph.

“RegioGraph Online” allows users simultaneous access via a web browser to information about the surroundings of a prospective location. These findings can then be compared to the profile of existing company sites in order to make more informed location decisions. The new geomarketing online tool is based on the “private cloud” concept, which means that all sensitive company data are protected and hosted on clients’ own servers.

RegioGraph Online allows users to carry out map-based analyses of company sites while taking into account target groups, competitors and the retail environment in the locations’ catchment areas. The online tool is configured individually for each client and contains client data as well as GfK statistics on socio-demographics, target groups, retail surroundings and competitors.

The data is displayed on an interactive dashboard, which allows a team of users to simultaneously access insight-generating maps, charts and statistics, even while on business trips.

The online application gives users the ability to aggregate information within a specified driving radius for the sake of making quick initial assessments of a potential company location. Users can then conduct analyses of the catchment area associated with the site of interest. This makes it possible to benchmark previously unknown prospective locations against a company’s existing successful sites.

“RegioGraph Online elevates geomarketing to a new level thanks to powerful map analyses featured in an intuitive dashboard,” says Friedrich Fleischmann, head of GfK’s Geomarketing solution area. “Users can access the service online while on the go for location insights that support

GfK GeoMarketing GmbH
www.gfk.com/geomarketing
geomarketing@gfk.com

Bruchsal branch:
Werner-von-Siemens-Str. 9
Building 6508
76646 Bruchsal, Germany
T +49 7251 9295 100
F +49 7251 9295 290

Hamburg branch:
Herrengaben 5
20459 Hamburg, Germany

Nuremberg branch:
Nordwestring 101
90419 Nuremberg, Germany

Management Board
Friedrich Fleischmann
Hans-Peter Klotzbücher

Amtsgericht Mannheim
HRB 250872
Ust-ID: DE 143585033

a range of sales and expansion applications. These company areas are extremely technology-driven, mobile and agile. And complex location decisions often have to be made quickly and under pressure. RegioGraph Online offers users across all industries genuine added value by helping them make faster, more informed business decisions.”

RegioGraph Online is optimized for the needs of retail expansionists as well as other branch network-oriented industries and services.

Special features

RegioGraph Online is configured individually for each client. This tailors GfK’s geomarketing expertise to users’ specific needs through an optimized interplay of software, maps and data on locations and target groups.

The GfK online application is hosted on clients’ own web servers. This “private cloud” concept automatically protects clients’ data within their data network. RegioGraph Online’s browser-based interface gives users access from diverse end devices, such as PCs and tablets. Multiple users are able to access the service simultaneously and work interactively with the same data.

GfK updates the data at designated intervals. Additional application modules are also planned for future integration into the service.

Availability

RegioGraph Online is available immediately and features both an English and German user interface. The application can be used in countries worldwide (depending on data availability).

RegioGraph Online is a separate, browser-based version of the standard desktop version of RegioGraph. The latter offers the full functionality of the geomarketing software. The new desktop versions RegioGraph Analysis, Planning and Strategy will be launched at the end of March 2018.

About RegioGraph

RegioGraph is a powerful, easy-to-use software solution for location intelligence applications ranging from market and target group analyses to sales territory optimization and expansion planning. With more than 40,000 users, RegioGraph is Germany’s geomarketing solution of choice and also has a wide circle of international users. Offered as part of GfK’s Geomarketing solution area, RegioGraph has won numerous awards for innovation and user-friendliness, including the distinction “top retail product in 2017” in the category of branch site management.

Additional information on RegioGraph can be found at

<http://regiograph.gfk.com>.



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

About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”. For more information, please visit www.gfk.com or follow GfK on Twitter: <https://twitter.com/GfK>.