

Geomarketing News

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RegioGraph LocationAdvice: On-the-go business site analyses

GfK releases new online geomarketing tool

Bruchsal, Germany, June 6, 2019 – GfK’s newly released online tool RegioGraph LocationAdvice allows expansion and location planners to carry out location and competitor analyses on digital maps while traveling or away from the office. Team members have simultaneous access to the same maps, data and charts and can also instantly share results with colleagues.

Thanks to a browser-based interface, users can access RegioGraph LocationAdvice from diverse end devices (PCs, tablets, etc.) while on the go. Users can comprehensively plan and evaluate locations by drawing on their integrated company data as well as GfK data on potential. By giving multiple users simultaneous access to the same data, RegioGraph LocationAdvice allows colleagues to more effectively coordinate their decisions and efforts. The online application is stored on users’ own company web servers to ensure data privacy and protection.

RegioGraph LocationAdvice supports customized analyses of business sites that take into account target groups, competitors and the retail environment in the locations’ catchment areas. This makes it possible to benchmark both existing and prospective locations. New locations can be added and analyzed by clicking on the digital map or entering an address. Users can also combine insights generated through RegioGraph LocationAdvice with photos from on-site location visits and then communicate these results to colleagues. Thanks to a user-friendly interface, RegioGraph LocationAdvice requires no previous training.

“RegioGraph LocationAdvice is tailored to a new circle of users with little or no experience with geomarketing software,” explains Filip Vojtech, team lead for retail, fashion and lifestyle in GfK’s Geomarketing solution area. “It’s quick and easy to find your way around the interactive dashboard of

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the browser-based application, even while on the go. Users can analyze locations at the click of the mouse and then compare results with colleagues in a consistent way thanks to the integrated report template. This tremendously speeds up the collaboration process and saves valuable time when building internal consensus.”

RegioGraph LocationAdvice is a client-tailored solution that draws on GfK’s geomarketing expertise in the form of seamlessly integrated software, data on potential for locations and target groups as well as digital maps. GfK updates this data at fixed intervals.

About RegioGraph

RegioGraph LocationAdvice is a purely browser-based supplement to the classic desktop versions of RegioGraph Analysis, Planning and Strategy. These applications offer a powerful, easy-to-use solution for location intelligence applications ranging from market and target group analyses to sales territory planning and optimization as well as expansion planning.

Additional information on RegioGraph can be obtained at www.gfk-regiograph.com.

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

About GfK

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