

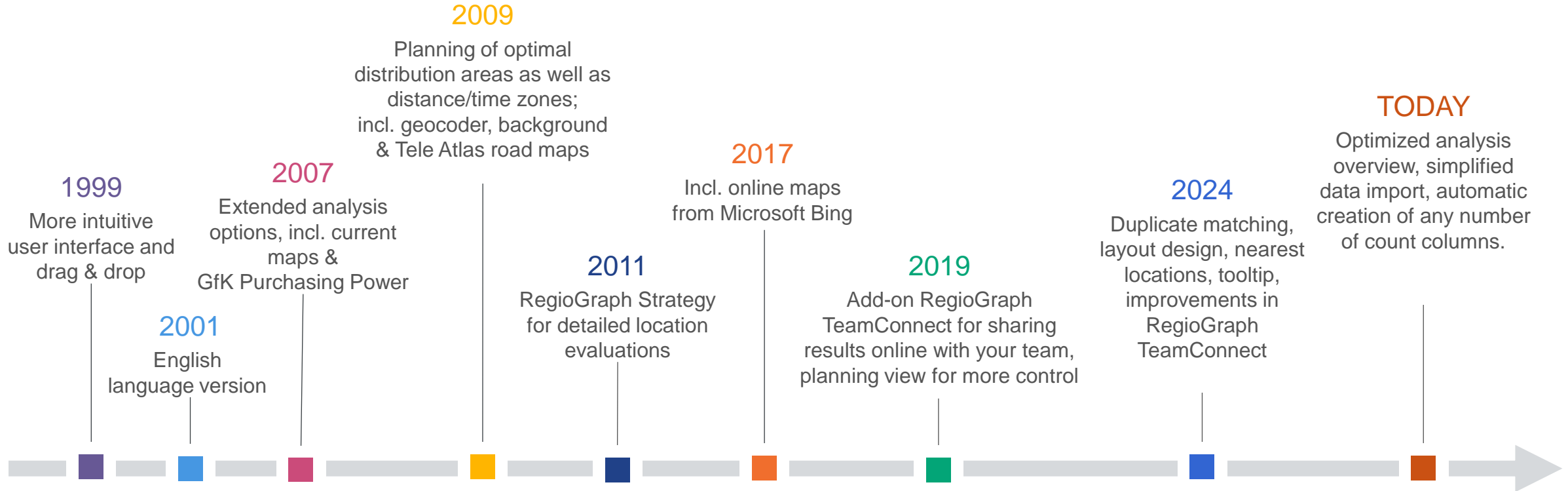
Complex analyses at the touch of a button

RegioGraph –
Geomarketing software for geospatial analyses

NielsenIQ



The development journey



We proudly look back on 33 years of RegioGraph — full of features, enhancements and innovations. With more than 40,000 users, RegioGraph is considered one of the leading software options in the field of geomarketing. Since then, a wide range of analysis tools have supported decision-makers from all industries in the spatial processing of their questions in marketing, sales, controlling and expansion.

RegioGraph

Professional software for wide-ranging analyses

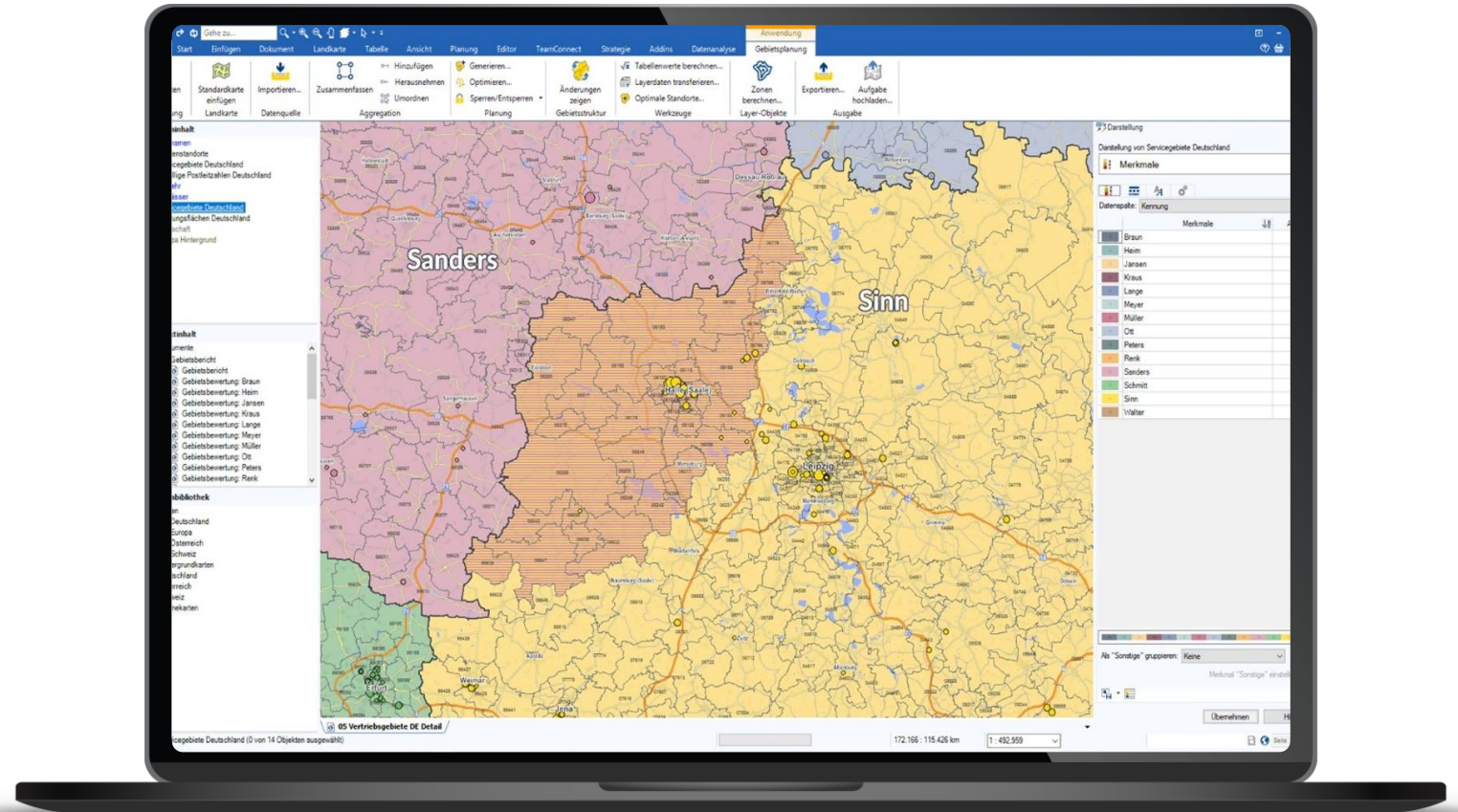
Our award-winning geomarketing software gives you powerful tools for optimizing sales territories, evaluating locations and analyzing markets directly on digital maps. A user-friendly interface allows you to import your company data at the click of a button and then compare it to the included GfK Purchasing Power data.

The desktop version of RegioGraph is the right choice if you want to analyze your markets or plan and evaluate your locations and sales territories using non-standardized criteria and a broad spectrum of powerful analytic tools.

Key benefits

- easy installation and quick importing
- tutorials and training courses* to get you up and running with the software
- comprehensive tools for analyzing and planning on digital maps
- numerous visualization options and free formatting of your data
- easy updating of your project data
- exporting in all common formats (PDF, spreadsheets, graphics, etc.)
- expandable with additional countries
- RegioGraph TeamConnect ADD-ON* available for sharing results online with your team

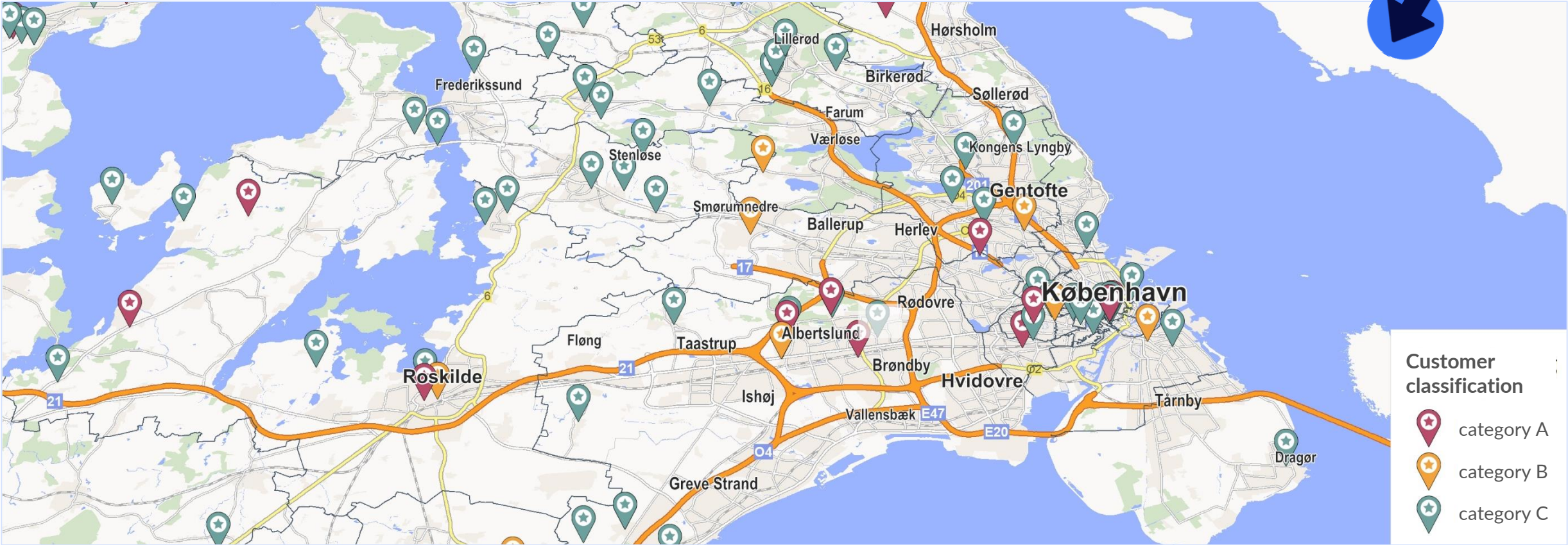
www.gfk-regiograph.com | Screenshot created with RegioGraph



RegioGraph applications

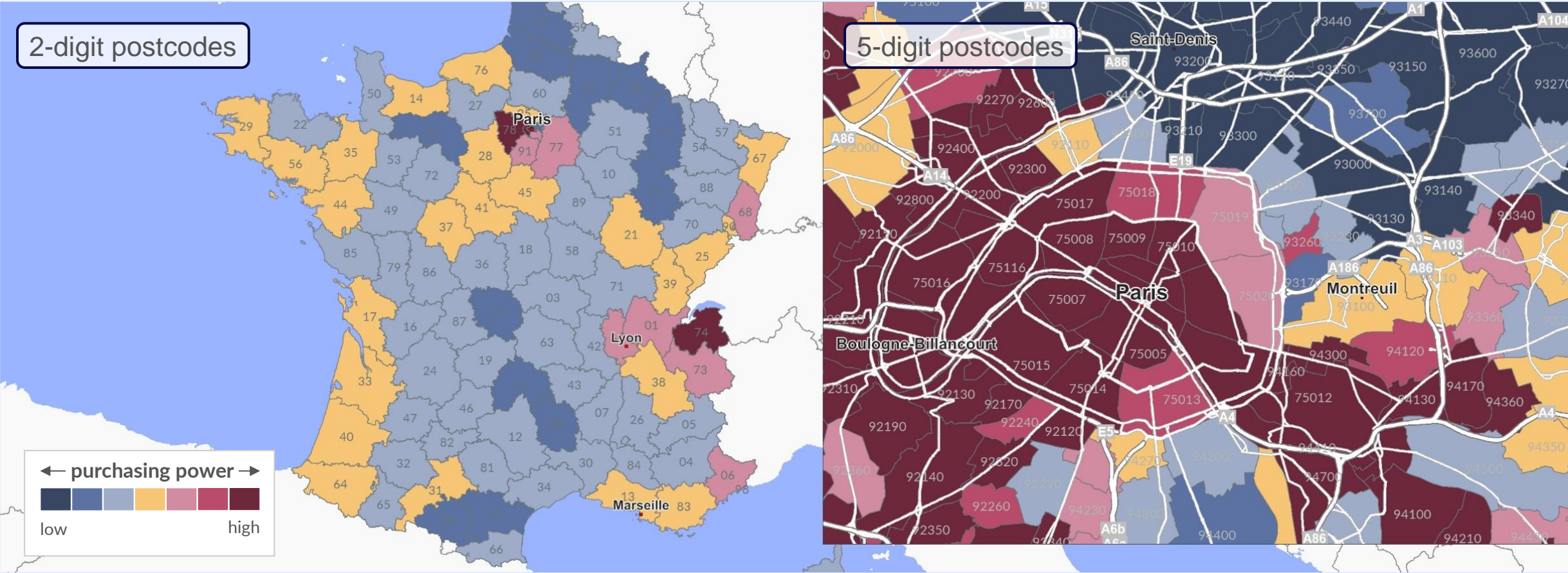
Import your company data for new insights

Display your data by dragging & dropping it onto the map. This quickly reveals your customer and site distribution, turnover performance, sales assignments & product lines.



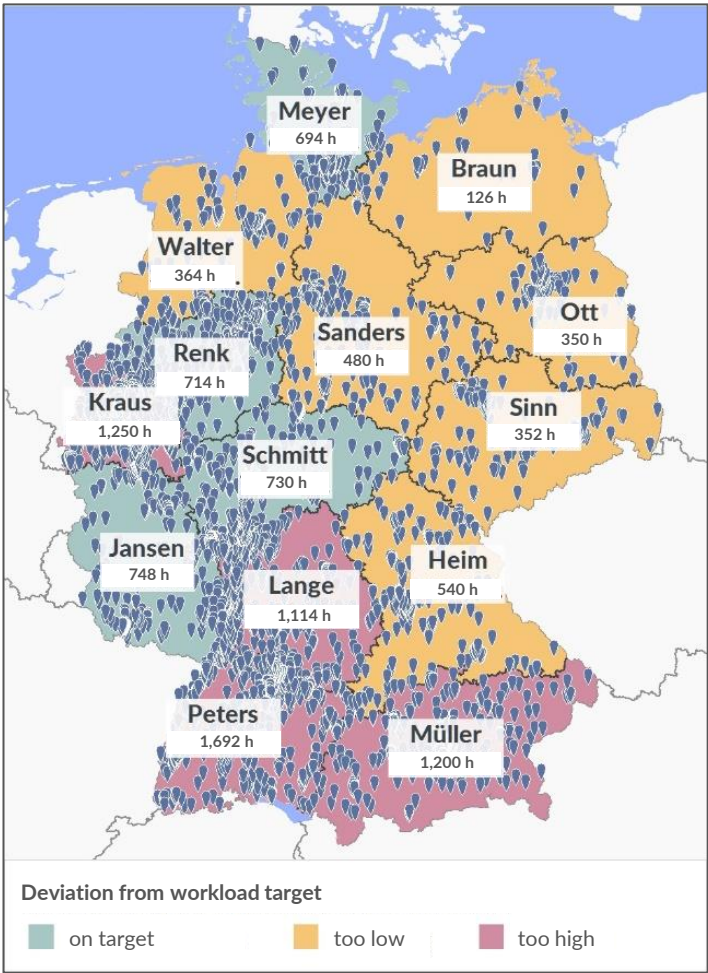
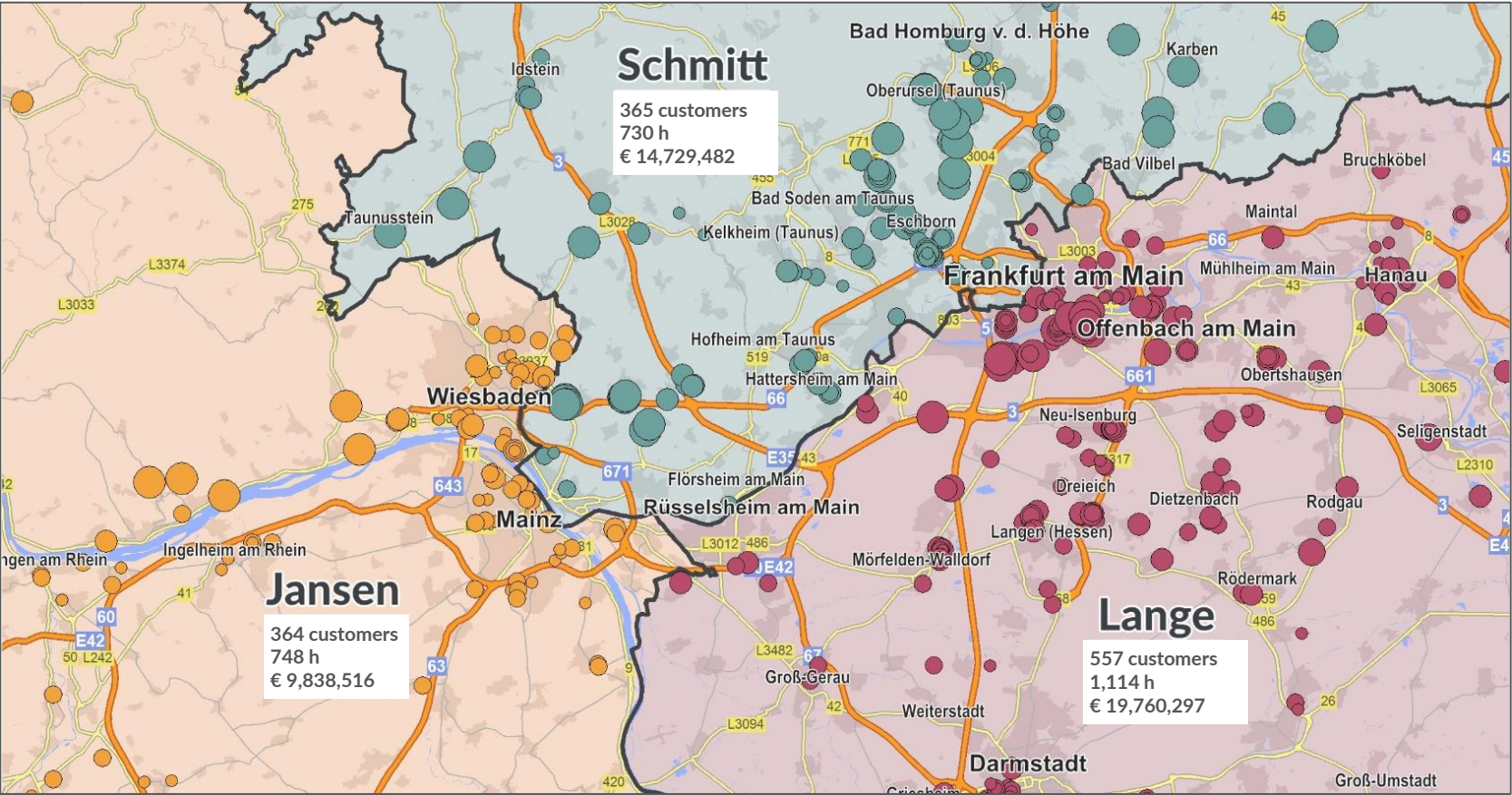
Pinpoint new market potential

RegioGraph includes detailed, up-to-date data on inhabitants, households and purchasing power. Use these insights to identify new sales opportunities.



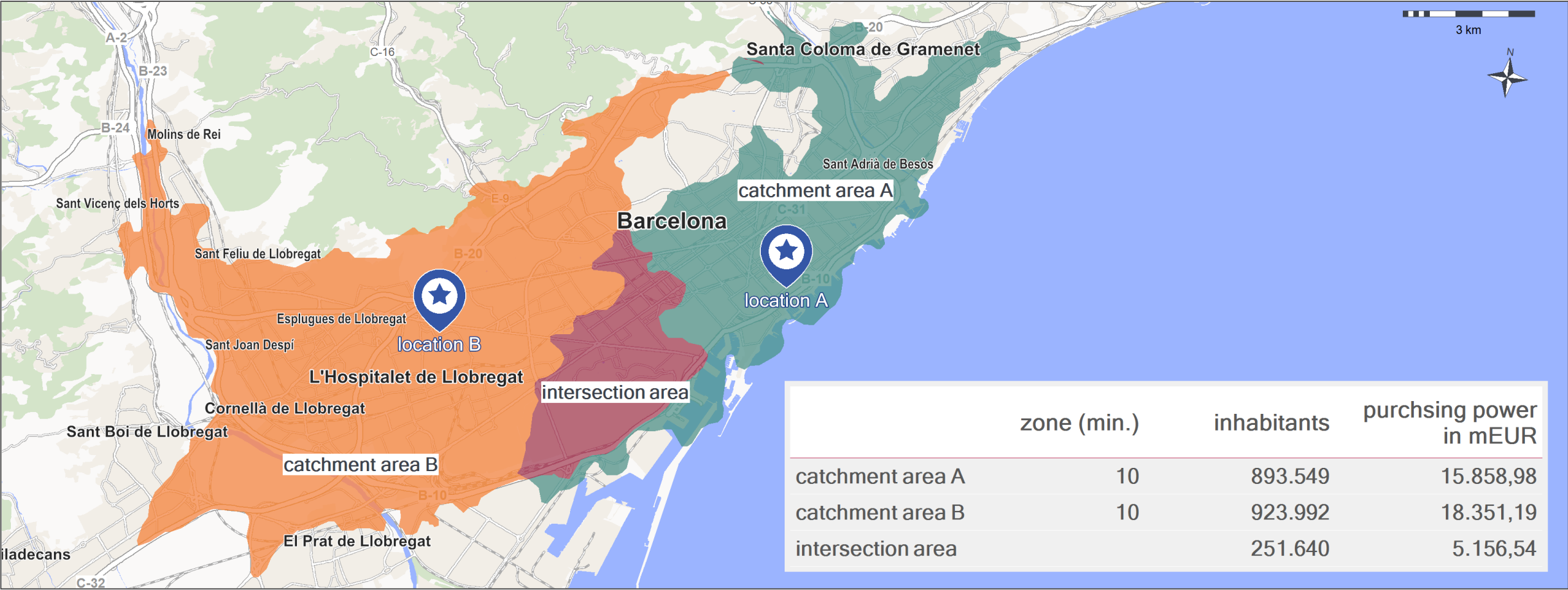
Identify your strong and weak regions

Compare your sales territories based on criteria, such as turnover, customers and workload. This quickly reveals regional differences and provides the basis for optimizations.



Analyze your branch network

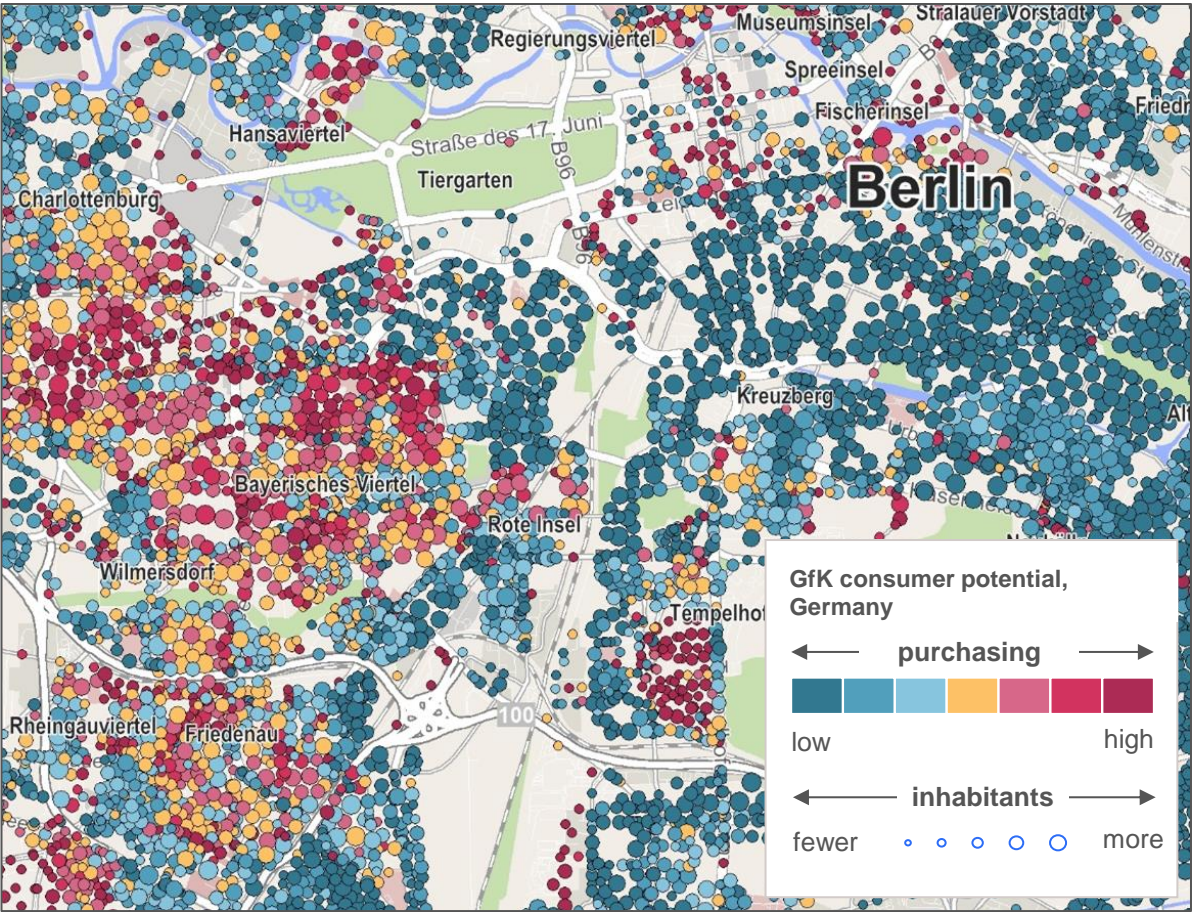
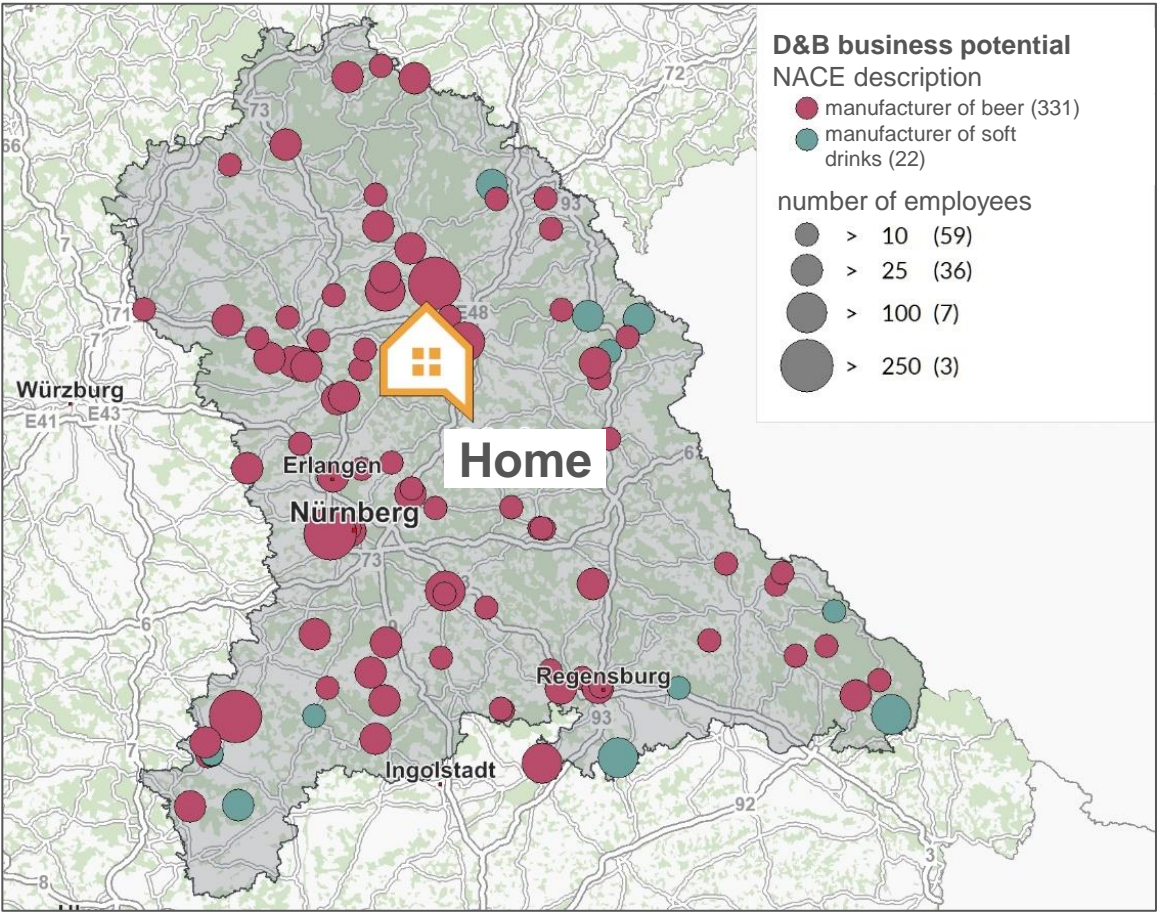
Optimize your catchment areas according to driving distance, driving time or competitor factors.
This brings clarity and efficiency to your operations.



www.gfk-regiograph.com | Map created with RegioGraph

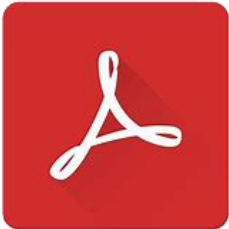
Locate your target groups at detailed regional levels

Integrate street segment-level GfK data on end consumers or D&B address data on business potential to pinpoint your target groups.



Communicate results with illuminating reports

Create multi-page PDFs that show detailed analyses of locations or territories.



Area assessment for growth opportunities with a growth target of 10%.

Kennung	Umsatz €	Kaufkraft in Mio EUR	Marktausschöpfung	Wachstumsvorgabe in %	Zielumsatz €
Braun	746.917	45.320	0,23	44,0	1.075.357
Ott	13.439.147	129.179	1,44	7,0	14.375.314
Sinn	7.200.801	116.520	0,85	11,7	8.045.227
Walter	1.776.641	96.671	0,25	38,4	2.477.238

Area assessment for growth opportunities with a growth target of 10%.

Marktausschöpfung
Servicegebiete Deutschland

■ bis 0,5	■ bis 1,3
■ bis 0,7	■ bis 1,5
■ bis 0,9	■ bis 1,7
■ bis 1,1	



Es ist zu empfehlen, dass sich der anschließt, da die Marktausschöpfung Gebiets für das Unternehmen loh Markt-ausschöpfung in diesem Geb stellt, da die Gegenüberstellung (0,50) führt wie die Gegenüberstellung sich daher die Analyse der Gebiet

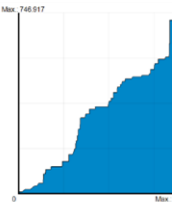
Erläuterung:

Die regionale Marktausschöpfung als Index zeigt die Potenzialausschöpfung innerhalb der Gebiete auf. Bei einer gleichmäßigen Ausnutzung der Marktchancen in allen Gebieten wären die promitierten Firmenumsätze identisch mit den entsprechenden speziellen Absatzkennzahlen, d.h. die Marktausschöpfung als Index wäre für jedes Gebiet 1,00. Bei Werten größer als 1 wird im Gebiet das Marktpotenzial überdurchschnittlich bei Werten kleiner als 1 unterdurchschnittlich ausgeschöpft. Ein Ergebnis von 1,05 bedeutet also, dass eine um 5% überdurchschnittliche Potenzialausschöpfung vorliegt, ein Ergebnis von 0,87 signalisiert, dass die Potenzialausschöpfung um 13% unter dem Durchschnitt aller Gebiete liegt.

Reachability in the Braun area

- Servicegebiete Deutschland

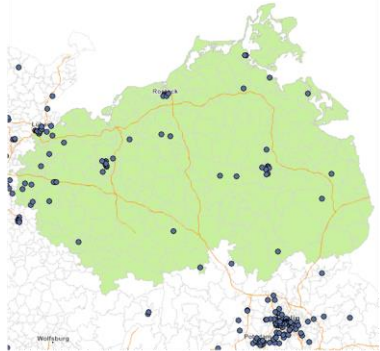
Umsatz €



X-Achse zeigt Radius um den Standort
Y-Achse zeigt im Radius erreichten Wert

Erstellt mit RegioGraph von aselbi am 25.01.2022 um 17:24 Uhr

Customers in the Braun area



Merkmal	
Anzahl Kunden in Servicegebiete Deutschland	83
Braun zugeordnete Kunden in Servicegebiete Deutschland	83
Braun zugeordnete Kunden, die in Servicegebiete Deutschland nicht im Gebiet liegen	0

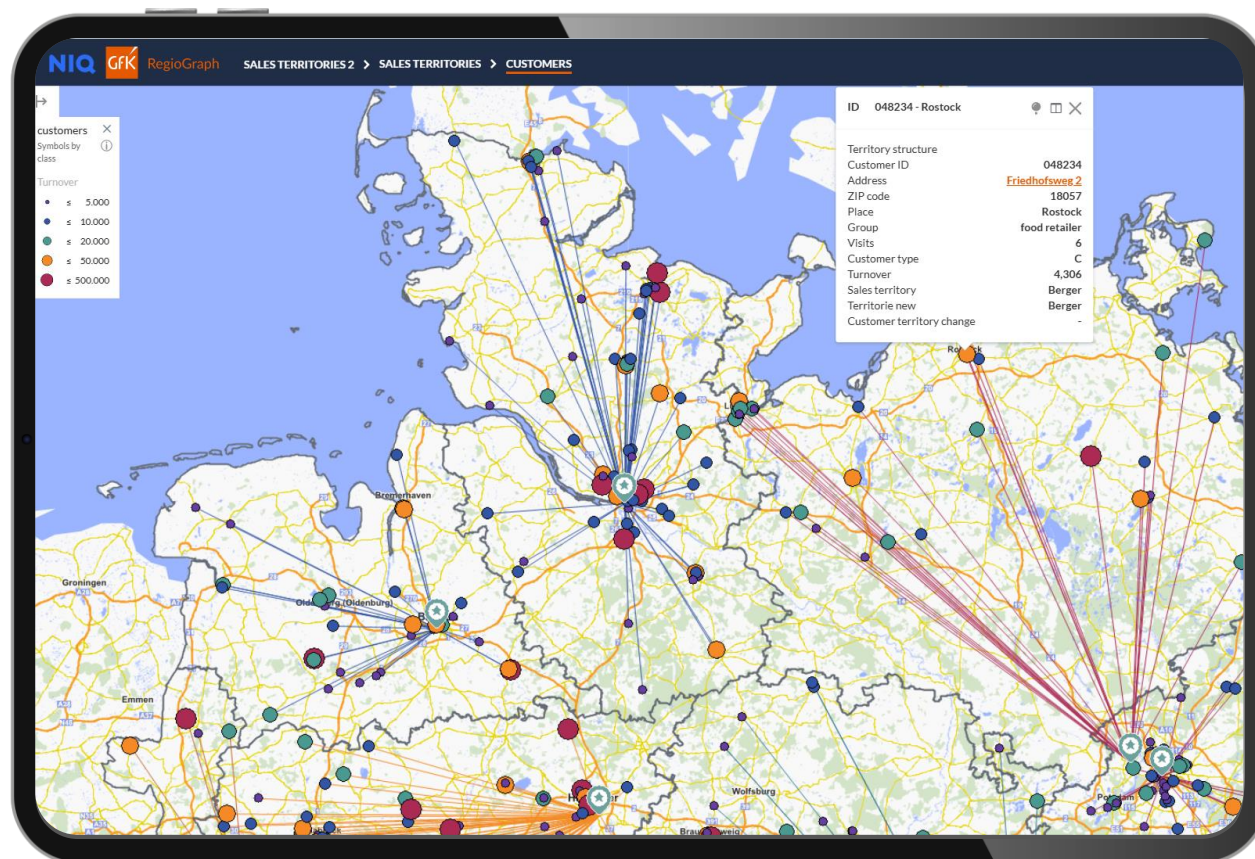
Erstellt mit RegioGraph von aselbi am 25.01.2022 um 17:24 Uhr

Share results as an interactive map with the RegioGraph TeamConnect add-on

Want your colleagues to have access to your current project from wherever they are?

Use the RegioGraph TeamConnect add-on to share market analyses and quarterly evaluations with your colleagues as an interactive map. You determine who has access and what should be visible. You can perform subsequent updates with just a few clicks.

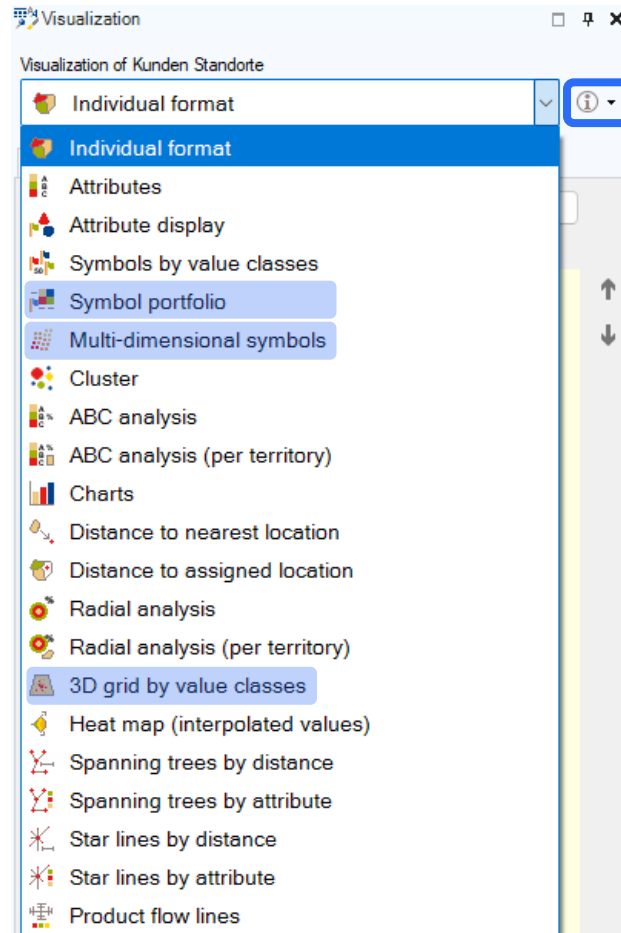
Your team won't need its own software and can use a wide range of query tools directly in the browser. You can communicate via comments with location reference. This way, you can be sure that everyone is on the same page.



Highlights of the new version: RegioGraph 2025

Find the right analysis even faster.

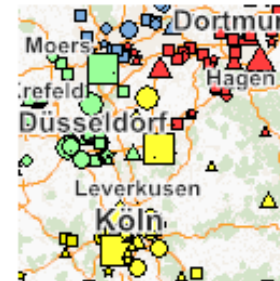
For each analysis, you'll receive a tooltip, a sample image, and a description with a sample analysis. This way, you can quickly find the right analysis and get a visual overview.



Symbol portfolio

Gen.: Relates two value columns to each other using a matrix division (BCG portfolio) and shows the relationship as symbols.

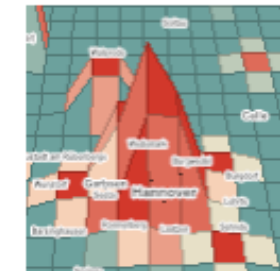
Ex.: Compare territories according to their sales potential ratio and shows this with symbols.



Multi-dimensional symbols

Gen.: A symbol shows up to three variables (table columns) simultaneously by shape, color and size.

Ex.: Shows customers by industry (square, circle, ...), sales force (red, green, ...) and turnover (small, medium, ... at the same time.



3D grid by value classes

Gen.: Values of a location/area layer are interpolated to a uniform grid.

Example: Transfers the sales values from the customers (zip codes) to a uniform grid.

Import your address data even without a complete address

This allows the address data to be imported more quickly in a single step. Incomplete addresses are centered in the postal code area. This allows you to quickly perform your analyses and sales territory planning.

Import

Correct errors

The listed records could not be matched when importing.
You can now check these records and manually adjust them, if required. Click a record to receive suggested corrections.

After manual correction:

Try again

Ignore record

Try without tolerance limitation

Correct format errors:

Assign 0 as value

Assign empty value

Save errors to file

Unmatched records from data source

	ZIP	city	street	ZIP [1]	city [1]
▶	65232	Taunusstein		65232	Taunusstein
	70072	Stuttgart		70072	Stuttgart
	54568	Gerolstein		54568	Gerolstein
	39340	Haldensleben		39340	Haldensleben
	58675	Hemer		58675	Hemer
	33034	Brakel		33034	Brakel
	10553	Berlin	Bäusselstr. 44 N bis Q	10553	Berlin
	86316	Friedberg	Doctor B. Hubmeyr Str. 6	86316	Friedberg
	86961	Kaufering	Hegauerstr. 2	86961	Kaufering
		Hamburg	Reinbeker Redder 283		Hamburg
	51647	Gummersbach	Schillerstraße3/Sonnenweg 1	51647	Gummersbach
	63076	Offenbach beim Rhein	Strahlenbergerstr. 110	63076	Offenbach bei
	18546	Sassnitz	Straße des Alters 10	18546	Sassnitz

Available addresses

65232 Taunusstein

65207 Hofheim am Taunus

83278 Traunstein

83362 Traunstein

65812 Bad Soden am Taunus

65835 Liederbach am Taunus

83268 Taunusstein

2Raum Schnitt Friseur & Make Up

Aamühlweg 1

Aarstraße

Aarstraße 15

Aarstraße 203

Aarstraße

Aarstraße

Position selected location at the address 65232 Taunusstein, 2Raum Schnitt Friseur Make Up

www.gfk-regiograph.com | Map and screenshot created with RegioGraph

NIQ GfK

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Automatically create any number of counting columns

RegioGraph automatically creates count columns for characteristics.
This saves you time in the table and with links, as you no longer have to enter formulas.

target group (G)

physician

dealer

logistics

dealer

logistics

pharmacy

physician

dealer

logistics

New column...

Delete

Sort

Show / hide...

Column order...

Fill

Create IDs

Adjust column width

Find duplicates

Create count columns

Create count columns

Selected layers: customers

Attributes column: target group (G)

Characteristics	Count
<input checked="" type="checkbox"/> physician	327
<input type="checkbox"/> dealer	286
<input checked="" type="checkbox"/> pharmacy	222
<input type="checkbox"/> logistics	100

☐ All

☒ Create "Others" column

Column name template: Number of #

OK

Cancel

target group (G)	Number of physician (H)	Number of pharmacy (I)	Number of Others (J)
physician	1	0	0
dealer	0	0	1
logistics	0	0	1
dealer	0	0	1
logistics	0	0	1
pharmacy	0	1	0
physician	1	0	0
dealer	0	0	1
logistics	0	0	1

Key new features

Version 2025

- **Optimized overview of analysis**
A tooltip, sample image, and descriptive text with a sample analysis are provided for each analysis.
- **Simplified data import**
The import dialog has been simplified, and importing address data without a complete address is now possible. Incomplete addresses are centered in the postal code area.
- **Automatic creation of any number of count columns**
Automatic creation of count columns for attributes in the table and for links in RegioGraph saves time, as formulas no longer need to be entered.
- **Optimized upload process in RegioGraph TeamConnect**
- **Export of document folders**

Version 2024

- **Find duplicates**
After importing data, the "Find duplicates" function can be used to search any columns for duplicates in order to check and delete them if necessary.
- **Calculate multiple nearest locations**
Starting with the new version, users can calculate the distances and drive times for up to three nearest locations. This allows them to see which replacement location can take over the supply if the nearest location fails and how this will increase travel distances.
- **Improved calculation of drive-time zones**
In RegioGraph 2024, drive-time zones limited by territories can also be displayed and calculated for field staff who live outside their territory.
- **New design options when creating documents**
Layout objects such as headings and legends can now be aligned to a grid or to other layout objects.
- **RegioGraph TeamConnect improvements**
New comparison options, guided tour, simplified user rights assignment, bookmarks, location of comments
-

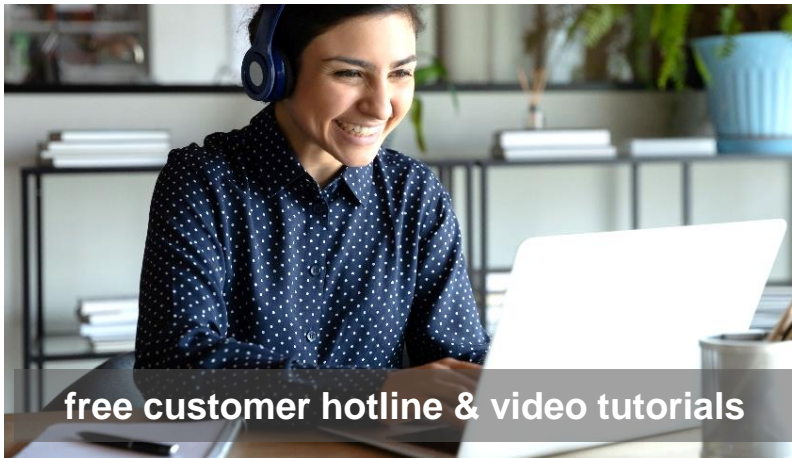
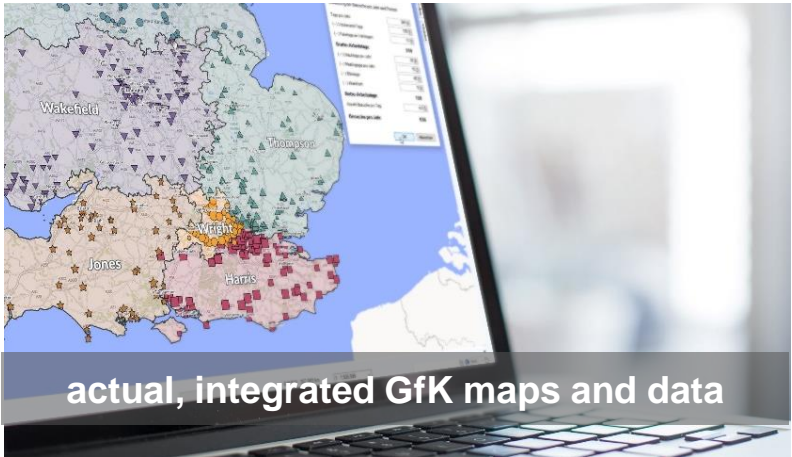
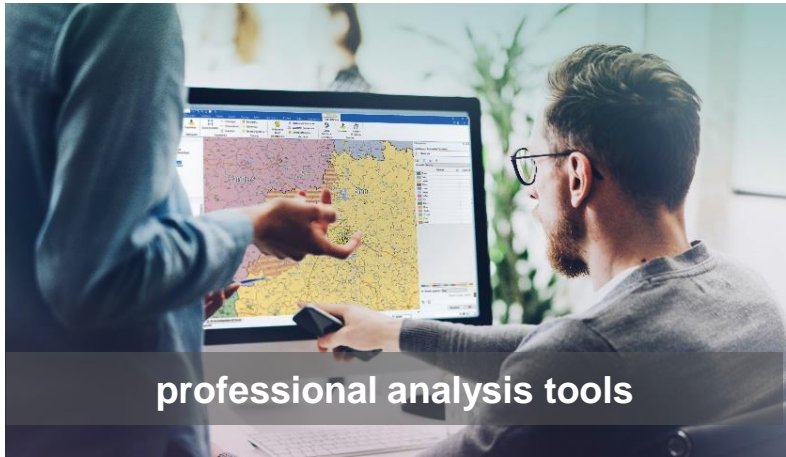
Select the software version that's right for you

Learn more about the applications of the software versions in a short video: www.gfk-regiograph.com/comparison.

RegioGraph Analysis	RegioGraph Planning	RegioGraph Strategy	Add-on RegioGraph TeamConnect
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.	allows you to share results online with your team for current insights into your planning.
Basic version:	In addition to all contents of Analysis:	In addition to all contents of Planning:	RegioGraph Analysis, Planning, or Strategy required for project creation
<ul style="list-style-type: none">easy data import by postal codes (geocoding)updating of datadiverse market analyses (ABC, customer density, portfolio, charts, score, index, etc.) and customizable formattingNEW: detect duplicates, calculate nearest locations, improved calculation of drive-time zones, new design options when creating documentsresults exportable as a PDF, MS Excel file, image, etc. Go to pricing...	<ul style="list-style-type: none">easy data import by address (geocoding)professional sales territory optimization toolsplanning view with dashboard interface, including map, charts and a tableNEW: calculation of nearest locations based on road distancescalculation of workloadcalculation of catchment areasdetailed reporting Go to pricing...	<ul style="list-style-type: none">street segment-level analyses e.g. competition, prospective customerslocation evaluation and planning with consideration of competitorsdetailed reporting for micro-data in data analysis modeNEW: consideration of driving ranges and upper value limits in location planningoptional integration of detailed data on end consumers and business potential possible Go to pricing...	<div><div>+</div><ul style="list-style-type: none">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 viewerspresentation of diverse market analyses and sales structures on the interactive mapoverview of all data in an overall table with search, filter, and sort functionsGo to pricing...</div>

[Would you like to find out more? Please contact us directly.](#)

Key facts RegioGraph



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

MAZMAIL

We work with market leading companies



DENON



FERRERO



Thomas Sabo



L'ORÉAL®

WELEDA
Seit 1921

MEDIA - SATURN

Alcon®



mediserv



Contact us at any time.

Your Geomarketing team

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