



Geomarketing news

RegioGraph 2024 now available

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GfK releases update of geomarketing software

Bruchsal, Germany, March 21, 2024 – GfK is now delivering the latest version of its geomarketing software RegioGraph. In addition to updated 2024 maps and purchasing power data, RegioGraph 2024 contains numerous new features. Users will now be able to find duplicates directly in the software, calculate replacement locations and drive-time zones for sales representatives who live outside their sales territory or optimally align layout objects.

With RegioGraph, users can visualize their customers, target groups and potential on the latest maps and analyze them with detailed potential data such as the latest GfK Purchasing Power, which is already included. This provides companies from all industries with an easy-to-use yet powerful software solution for all location-related decisions, such as market and target group analyses, planning and optimization of sales territories and expansion planning.

RegioGraph shows decision-makers from management, expansion, sales, marketing and controlling at a glance how potential is distributed and where the company's strengths and weaknesses lie in its current market development. The software thus offers transparency and planning security in dynamic markets. The areas of application range from target group localization, product line and marketing optimization to sales territory planning, and the planning of effective branch or delivery networks.

Patrick de la Chaux, product manager and RegioGraph training

instructor for GfK's Geomarketing solution area, explains: "Last year, we continued to further develop RegioGraph and added new functions to meet our clients' wishes and requirements. As field staff often live outside the territories they work in, RegioGraph can now also take this into account when calculating drive-time zones. We've also come up with a few other new features to further optimize work processes so that users can quickly and easily carry out their analyses and create meaningful maps."

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New additions to the 2024 software version:

- 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 an invisible grid or to other layout objects.
- New comparison options in RegioGraph TeamConnect: Users can compare multiple territories in diagrams using either the table or map view.
- Current maps and data (purchasing power, inhabitants and households) for Germany, Austria and Switzerland as of 2024, or for another European country of choice (the latest available status for each).

About RegioGraph

First launched in 1991 by GfK's Geomarketing solution area, RegioGraph offers comprehensive tools for answering the many location-based questions faced by companies as part of their sales, marketing and performance evaluation endeavors. With more than 40,000 users, RegioGraph has received numerous awards for innovation and is Germany's most popular geomarketing solution. The software also continues to gain in popularity among the international community. GfK offers both English and German versions of the software along with worldwide digital maps to support the geocoding, visualization and analysis of address data as well as any information with a location component.

The desktop versions of RegioGraph – Analysis, Planning and Strategy – include GfK Purchasing Power and digital maps for a European country of choice. RegioGraph Strategy can be obtained with data on B2C and B2B potential that allows users to carry out granular analyses at the level of street segments in Germany. The RegioGraph TeamConnect add-on, which allows users to share results online with team members to provide them with up-to-date planning insights, is additionally available when ordering RegioGraph.

Additional information on GfK's geomarketing software RegioGraph can be found at regiograph.gfk.com.



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

GfK. Growth from Knowledge.

For over 89 years, clients around the world have trusted us to provide data-driven answers to key questions for their decision-making processes. We support their growth through our comprehensive understanding of buying behavior and the dynamics that influence markets, brands, and media trends. In 2023, industry leaders GfK and NIQ have merged to offer their clients unparalleled global reach. With a holistic view of retail and the most comprehensive consumer insights, provided by forward-looking analytics on state-of-the-art platforms, GfK is driving “Growth from Knowledge.”

More information is available at www.gfk.com.