

# EUROPE-WIDE MARKET ANALYSES



## DIGITAL MAPS AND GfK PURCHASING POWER® FOR ALL OF EUROPE

Geodata is the foundation of every regional analysis in geomarketing software and in GIS, BI and CRM systems. Digital maps and GfK Purchasing Power allow you to visualize and analyze company data and illuminate areas of untapped potential.

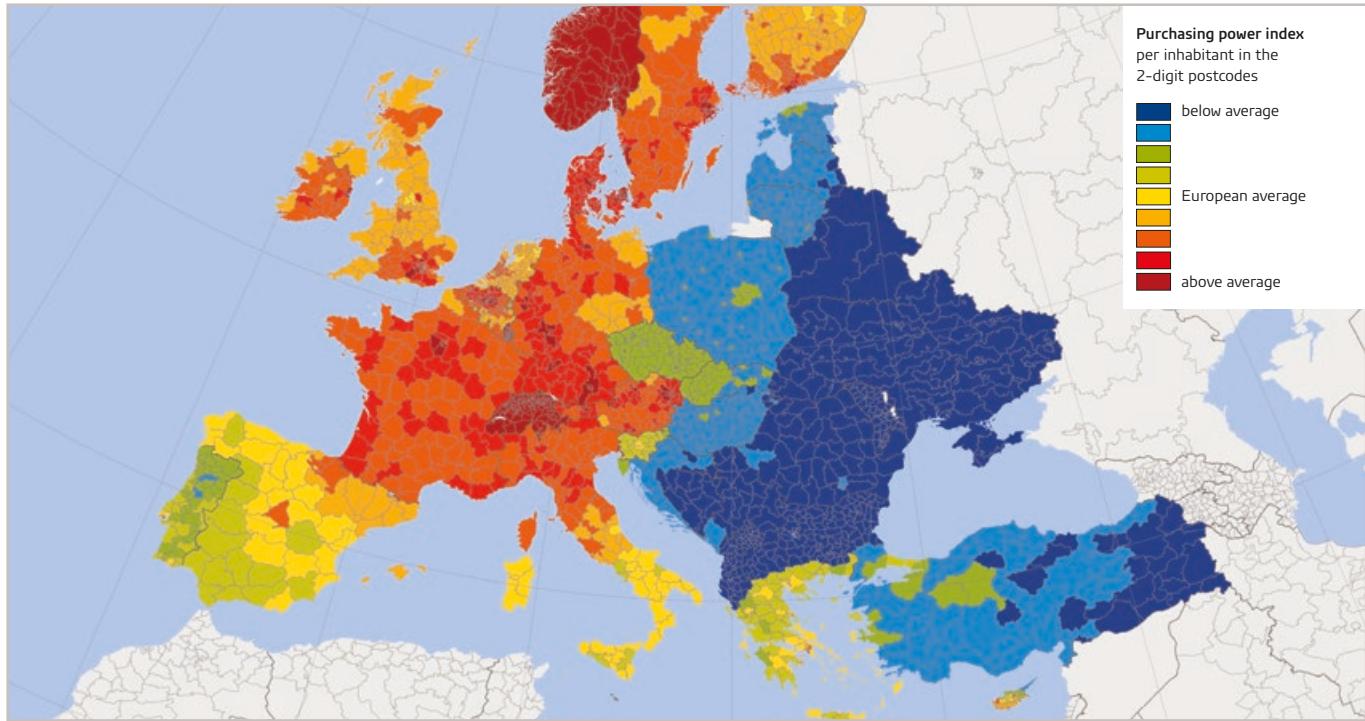
### Benefits of regional data analyses:

- » Discover untapped turnover potential
- » Determine your market exploitation
- » Optimize customer communications
- » Analyze your branch network
- » Balance sales and logistics networks

### Most comprehensive geodata on the market

We have the largest supply of postcode and administrative maps on the market, with annual updates and coverage down to the most detailed levels for Europe. Analyze your turnover potential with our seamlessly fitting GfK purchasing power data, available for all European countries.

Our in-house cartographers and data experts produce all of our maps and market data, allowing us to deliver a consistently high-quality product. We comprehensively research and regularly update all of our data, which fits together seamlessly and is free of gaps and overlaps.



## DISCOVER UNTAPPED POTENTIAL WITH GfK PURCHASING POWER®

### Determine your Europe-wide turnover potential

Realistic and accurate market data is essential for making informed decisions and objectively evaluating your market potential, business locations and performance.

If you sell directly to end customers, you can benefit from GfK Purchasing Power, which is a widely recognized benchmark for gauging and analyzing market potential. Determine net income levels throughout Europe and find out how much money is available to the population for consumption-related expenditures.

Turnover opportunities vary significantly from region to region. We specialize in revealing these regional differences and annually calculating purchasing power potential for each postcode and municipality. This gives you a detailed snapshot of each region of your market.

### FEATURES OF GfK PURCHASING POWER

- » Established method for determining market potential since 1937
- » Incorporates the latest information sources
- » Offers comprehensive coverage of various regional levels
- » Supports international comparisons
- » Validated on-site to ensure accuracy

Order GfK Purchasing Power at  
[www.gfk-webshop.de](http://www.gfk-webshop.de).



# PLAN AT THE MOST DETAILED LEVEL WITH OUR MAPS

## Reveal trends and patterns

Geomarketing, GIS, CRM and BI solutions allow you to visualize and analyze your company data directly on digital maps. Spot trends and relationships that would not otherwise be apparent. The annually updated and rigorously researched maps included in our Europe Map Edition serve as a perfect foundation for your Europe-wide analyses and planning endeavors.

**Generous supply of maps**

The Europe Map Edition contains more than 1,000 maps of postcodes, administrative boundaries and topographic elements. The maps are ideal for your international analyses, as the boundaries of each country fit together seamlessly, without gaps or overlaps.

Available in all map formats

Our maps are available in all standard map formats (\*.shp, \*.tab, \*.gdb, \*.Oracle, \*.lay). The RegioGraph format (\*.lay) also includes TomTom street maps and GfK Purchasing Power for the country in question. Order the maps for individual countries or take advantage of the discounted rate for our Eastern Europe, Western Europe and complete continent editions.

## KEY FEATURES OF GfK MAPS

- » Gapless and overlap-free
  - » Vector-based with infinite zoom capability
  - » Regularly updated and expanded
  - » Produced by our own cartographers
  - » Seamless fit with GfK market data

Download samples and order online at  
[www.gfk-geomarketing.com/map-samples](http://www.gfk-geomarketing.com/map-samples).

# HOW OUR CUSTOMERS USE OUR GEODATA

## CargoLine manages Europe-wide logistics network with geodata

"These days it's vital to be able to promptly visualize all transports, which is something that's only possible with digital maps," says Christoph Müller, head of CargoLine's European co-ordination division. "For example, thanks to GfK GeoMarketing's Europe-wide maps, we can quickly determine the appropriateness of a partner's delivery tariffs in France within a specific département."

[www.gfk-geomarketing.com/cargoline\\_en](http://www.gfk-geomarketing.com/cargoline_en)

## Geodata supports RMS in modeling damage probabilities

"GfK GeoMarketing's data served as a key source for the RMS industry exposure database," say Tina Thomson and Barbara Page, chief risk modelers at RMS. "The GfK data, which is available for all of the European countries covered by our model, provides up-to-date, highly detailed and consistent coverage of various regional levels."

[www.gfk-geomarketing.com/rms\\_en](http://www.gfk-geomarketing.com/rms_en)

## HERE'S WHAT YOU GET

### GfK Purchasing Power Europe – data columns included for each country:

inhabitants, inhabitants in %  
households, households in %  
purchasing power in €, in %  
purchasing power per capita as an index  
purchasing power per household as an index

### Europe map editions – maps included for each country:

postcode maps down to the most detailed level (at least the 2-digit postcodes)  
administrative maps  
(at least the second regional level)  
topographic maps (streets,  
bodies of water, cities, elevation levels)

### REGIOGRAPH + GEODATA FOR EUROPE

The geomarketing software RegioGraph already includes integrated GfK purchasing power data for a European country of your choice along with the corresponding maps. This gives you everything you need for your regional analyses in one bundled package, available at a discounted price.



## ORDER GfK GEODATA

For more information, contact us at **T +49 7251 9295200**  
or visit us online at [www.gfk.com/geomarketing](http://www.gfk.com/geomarketing).