Industry: Innovation with Geomarketing
Dear readers,

Coevolution is when the survival and success of two species are interlinked: a positive change in one species results in a positive change in the other species.

This phenomenon can also be observed in the economic realm. The evolving knowledge of our many geomarketing users over the past 21 years has directly inspired the evolution of our software RegioGraph. And the reverse is also true: the ideas and new features contributed by our product developers advanced the knowledge and abilities of our many users across all branches.

We’ll once again be presenting a new version of the software this year at the CeBIT in Hannover, Germany from 5-9 March. The 2013 version is packed with new features inspired by insights from our users and geomarketing consultants.

This edition of GfK GeoMarketing Magazine features the decisive role that industry has played and continues to play in our success. Also, read about the many opportunities geomarketing offers industry in 2013 to more efficiently and effectively manage markets.

Sincerely,

Wolfram Scholz
Managing director, GfK GeoMarketing
**Purchasing Power 2013**

The study "GfK Purchasing Power 2013" shows that Germans have approximately €554 more in per capita nominal disposable income for expenditures in 2013 compared to the previous year. Consumer potential in Germany varies widely from region to region. For the first time, Baden-Württemberg edges out Hesse to take third place in the ranking of Germany’s federal states.

The 2013 purchasing power data is now available for all of Germany’s administrative levels, from federal states and districts to municipalities and postcodes. The purchasing power dataset is the ideal basis for successful location, sales and marketing planning in retail companies.

More information at [www.gfk-geomarketing.com/purchasing_power](http://www.gfk-geomarketing.com/purchasing_power)

**Demographics 2012**

Singles, families, seniors: the GfK Demographics 2012 study shows the regional distribution of these target groups at a detailed level. The study includes information on family type, age range, income level and residential surroundings for all of Germany's regions, districts, municipalities and five-digit postcodes.

More information at [www.gfk-geomarketing.com/demographics](http://www.gfk-geomarketing.com/demographics)

**Top Retail Product of 2013**

RegioGraph has been awarded the distinction of “Top Retail Product of 2013”. Germany’s most popular geomarketing solution received this gold-level honor from readers of the Handelsjournal in the ‘process optimization’ category.

Many thanks for your support!


**Important Dates**

- **EuroCIS**
  19-21 February, Düsseldorf, Germany
  hall 9, stand A43

- **CeBIT**
  5-9 March, Hannover, Germany
  hall 6, stand E32

- **Point of Sale conference**
  16 April in Cologne, Germany
  23 April in Mannheim, Germany
  ... more on page 7

More information and registration at [www.gfk-geomarketing.com/fairs](http://www.gfk-geomarketing.com/fairs)
“Let’s come up with an innovative product!”, says the head of sales to the product manager. “Create a project team to gather ideas and then select the best one.” And that’s precisely what happened: after a half year, the head of sales presented management with the new innovative product that then went on to become a huge hit, turning the company into the market leader, a position it still holds today.

This picture-perfect scenario was not quite how it happened with RegioGraph. GfK GeoMarketing’s award-winning geomarketing software was born as a result of a request by an industry customer – a forklift manufacturer – who wanted to know if a software could be developed that would allow him to plan sales territories directly on digital maps. That was in 1991, and the rest of the story of RegioGraph’s success actually did unfold in a way similar to the hypothetical example above. Now many users in the B2C sector also use geomarketing to plan and manage their markets and operations.

So we credit our customers with the innovative idea behind RegioGraph, and our employees with the implementation and continual development of this idea. Our users have also played a vital role over the past 20 years by providing their feedback and making requests that sometimes seemed impossible to deliver on. All of this motivated us to create and develop the best RegioGraph software possible.

When it comes to market research, many first think of consumer surveys, retail trade and target group data. But modern market research is much more than this! Geomarketing is an innovative method of market research that identifies regional market potential. Industry has been a trailblazer for this kind of market research and continues to serve as a driver of innovation.
Twenty years have passed since the release of RegioGraph 1.0. The German versions of the new RegioGraph 2013 will be available as of March 2013, with the English versions to follow in October 2013. These new versions include many new features that benefit both users in industry and the end-consumer sector. Below is an alphabetized list of the most important new features of the software:

A - for analyses
The analysis and visualization menu options have been restructured. The selection of approximately 100 analysis and visualization options is now quicker and more straightforward. Changes are immediately visible on the map and the automatic labeling feature in map legends has been improved and expanded.

D - for delivery flows
Visualize product flows and transport volumes along with other relationships between linked locations. The product flow analysis option was previously reserved for users of RegioGraph Strategy. Users of RegioGraph Planning now also have access to this feature.

I - for importing addresses
Users can now evaluate address data in all important markets worldwide! Thanks to our cooperation with TomTom, the Europe-wide geocoder has been expanded to include many additional countries. It’s now possible to use our worldwide maps of postcodes and municipalities to visualize customer and turnover data at the address level for many key markets outside of Europe.

O - for optimizing territories
When optimizing territories, users can now choose to orient the optimization according to existing locations (such as the places of residence of external sales force members). The “Interactive Optimization” feature is also easier to use.

P - for postcodes
It’s long been easy to import addresses from Excel or your database into RegioGraph. But now it’s also possible to visualize post-office box (PO Box) addresses. Previously it was often necessary to manually assign these PO Boxes to business addresses. This new feature saves time when importing these addresses!

R - for reports
Customize reports to your liking: RegioGraph 2013 lets you create fully customized, multiple-page worksheets. Combine map illustrations with statistical territory reports or your own formula calculations; the territory report function has also been completely overhauled and refined. These new features make it easier to effectively communicate the results of your analyses and planning endeavors.

REGIOGRAPH FEATURES
Most important RegioGraph 2013 features for industry users:

» Sales territory planning: automatically and manually plan sales territories, take into account locations, parallel sales channels and multi-level hierarchies, optimize according to criteria such as potential and workload, compare regions, track delivery flows, and much more
» D&B data on more than 4 million German companies
» Market analyses such as ABC, distance and portfolio analyses (more than 100 analysis and visualization options)
» International geocoder (street-level evaluations for the most important markets, worldwide)
» Formulas for calculating strategic growth targets and comprehensive reporting functions

Visit [www.gfk-regiograph.com](http://www.gfk-regiograph.com) for an overview of all RegioGraph features.

The German versions of the new RegioGraph 2013 will be available as of March 2013, with the English versions to follow in October 2013.
S - for sales territory planning
For a long time it seemed impossible, but our power users and RegioGraph experts didn’t let up, and the result is a quantum leap forward for the software: users of the 2013 version can plan multiple regional structures on a single base layer! This is a very valuable feature for sales territory planning experts, because it makes it possible to easily co-ordinate parallel sales lines and alternative planning scenarios.

S - for speed
RegioGraph 2013 now renders even faster, records loaded map extracts and worksheets and maximizes the map with a single click. The orientation of the layer table is now even more straightforward thanks to symbols in each column. All formatting is preserved when exporting a layer table to Excel.

User support and expert consultancy
These are just a handful of the new features available in RegioGraph 2013. As always, the new software version includes the latest maps and market data, such as purchasing power, inhabitants and households, or, in the Strategy version, the D&B data for address-specific analyses of potential.

The idea to develop a feature that would allow users to plan multiple regional levels on a single “planning layer” came out of a sales territory project of an industrial company to which we provided consultancy. This illustrates how the best innovations emerge directly from the actual challenges and tasks faced by our clients!

We continually draw on insights from our practice-based experience, which includes twenty years of sales territory and location planning consultancy provided to our users in both industry and retail. This experience allows our geomarketing experts to provide optimum support for all of your geomarketing questions and concerns.

MEET US AT CeBIT 2013
We’ll be presenting RegioGraph in English and German at the CeBIT on March 5-9, 2013. Sign up for a presentation appointment at www.gfk-regiograph.com/cebit.

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BETTER EXPLOIT YOUR MARKET WITH GEODATA

Digital maps of postcodes and municipalities are the basis of geographic analyses. Determine your actual market potential with our regionalized market data, such as the new GfK Purchasing Power Europe 2012/2013.

Growth from Knowledge
EFFECTIVE USE OF MARKET DATA IN INDUSTRY AND RETAIL: PRACTICE-BASED EXAMPLES

Regional market data serves as the backbone of geomarketing, as this data helps users acquire new customers and plan sales territories and expansions. The following examples show how.

INDUSTRY: BUSINESS POTENTIAL REVEALS NEW TURNOVER OPPORTUNITIES

Customer analysis:
identify growth opportunities
Where can I acquire additional customers?

A tool manufacturer sells its products primarily to companies in the engineering and processing industries. The turnover situation is good, but has not increased significantly in recent years. The manufacturer wants to use geomarketing to analyze his current market penetration and identify regions where growth is possible. He uses the market dataset “GfK Businesses” to visualize the total business potential and then analyzes its regional distribution among individual municipalities and postcodes in Germany. The tool manufacturer concentrates on the potential in his two core business areas. A comparison with the customer data immediately reveals where his market penetration is already good as well as regions where there is potential for acquiring new customers.

TIP: If you are active across multiple branches, the best data for analyzing potential is data on businesses, organized according to turnover and number of employees.
Sales territory planning: tap new potential
How should I structure my sales territories to exploit more potential?

A manufacturer of chemical industrial products has a large and steadily growing number of customers across the industrial, construction, public authority and gastronomic sectors. In the coming year, the external sales force is to be expanded from 40 to approximately 50 members in order facilitate further growth. Our consultants will support the manufacturer in this restructuring of his sales team. Together we will analyze the current market position and use RegioGraph to visualize the current sales structure on a map.

The basis for the analysis of the total market potential is the GfK data on businesses, which can be broken down according to target branches. For the next step, our sales territory planning experts develop an overhauled sales structure that takes into account the new sales force members to be added. The territories are to be structured in a way that prioritizes the equal distribution of new customer potential. In collaboration with the manufacturer, the sales structure is then refined and implemented.

TIP: To support your initial market analysis, the geomarketing software RegioGraph Strategy already includes comprehensive, address-specific business data on potential from our partner D&B.

RETAIL: OPTIMIZING LOCATION AND MARKETING ACTIVITIES WITH TARGET GROUP DATA

Reaching customers: Streamlining communications based on target group
How can I better serve the interests of my customers?

A publisher has a diverse product line that includes books as well as CDs, games and stationery products. The publisher wants to use regional market data to find out which customer groups purchase which product lines in order to better target and communicate with customers. To achieve this,
the publisher’s complete database consisting of millions of addresses is enriched with the GfK Demographics and GfK Roper Consumer Styles datasets. This gives the publisher not just information on its customers’ socio-demographic traits, but also on their consumer behavior and lifestyle orientations. The current customer base for each product line is analyzed and then other customers are identified who have a similar socio-demographic profile or lifestyle orientation. These identified customers can then be sent product information that is specifically tailored to their interests.

**TIP:** It’s also possible to use a geomarketing approach to calculate a customized target group score. This score is custom-tailored to a company’s target group and shows this group’s regional distribution down to the level of street segments.

**Advertising distribution:**

**Achieving time and resource efficiency**

*How can I make my direct marketing activities more efficient and less expensive?*

The most important marketing channel for a large home improvement store are flyers that are regularly sent to target customers. While printed advertisements have a significant impact, they also place a burden on marketing budgets. The GfK Demographics dataset helps identify the regions with the highest potential, allowing companies to better target their direct marketing activities and save valuable resources. As home improvement stores primarily target home owners, they can use the GfK data to select street segments in their catchment areas populated by 1-2 family houses and then define new advertising distribution areas based on these street segments. Regions with low target group potential are excluded from the distribution areas. This saves money and also means that fewer flyers can be distributed without any loss of impact.

**TIP:** In addition to the Demographics dataset, a wide range of purchasing power data and the Roper Consumer Styles dataset are available down to the level of street segments.

**Ensuring business sites are within easy reach of customers**

*How are my locations currently performing and where can new ones be opened?*

A supplier of pet accessories needs a store location that can be reached in the shortest possible time by the maximum number of inhabitants. These prospective customers also need to have a high level of purchasing power for the offered product lines. Given these needs, the information on the distribution of inhabitants and households contained in GfK Demographics and GfK Purchasing Power for the pet supplies and accessories product line comprises the basis for evaluating possible locations for the expansion. With this data, it’s possible to objectively compare the performance of all locations by determining the total potential in the catchment area and then cross-referencing it with the current turnover. The data also provides an objective gauge for evaluating real estate offers.

**TIP:** A geomarketing approach can be used to calculate company-specific turnover potential as a means of evaluating the turnover prospects of new locations.

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Purchasing Power
Germany 2013

Purchasing Power Index per inhabitant for districts (country average=100)

- Up to 72
- 72 up to 80
- 80 up to 88
- 88 up to 96
- 96 up to 104
- 104 up to 112
- 112 up to 120
- 120 up to 128
- 128 and over

State border
County border
District border
CALCULATING INDEX VALUES FOR COMPANY AND MARKET DATA

An index calculation allows you to standardize a series of values such as turnover or purchasing power data to a dimensionless value that indicates the deviation from the average. Use this feature to directly and objectively compare values such as the purchasing power index with a company-specific regional sales index.

An index calculation allows you to assign a relative value to the objects of a given layer (e.g., sales regions or municipalities). One hundred represents the average value of all objects; a number above 100 indicates that the object in question has an above-average value, while a value below 100 indicates the opposite. An index value is completely independent of any unit of measurement such as "EUR", "kg", "hours" or "units". This means that the indices of two completely different values can be directly compared.

Requirements
This calculation requires that the layer table of an area or region layer contain two columns with absolute values:

» the value for which an index is to be calculated, such as purchasing power or sales volume
» the base value that serves as a point of reference for calculating the index value; as layer objects typically vary in size (e.g., municipalities), purchasing power (value) is used as the base value for the inhabitants. Or, one's own product sales can be used as the base value for the number of all businesses in a given postcode.

Methodology
1. Select Layer Table Values... from the Calculations menu. The subsequent dialog offers a variety of options for entering geographic information into a layer table. Select Index.
2. Designate the Target layer for which an index should be calculated. Next, specify the Values and Base columns.

As a general rule, you'll specify that the index (Result column) be created in a New column, so go ahead and accept the default setting. Enter a column name in the New column name field. Click OK.

RESULT
Open the layer table if it is not already open. You'll see that the index value has been entered into a new column.
EVALUATING REAL ESTATE AND LOCATIONS

Theresa Marche, real estate student at the University of Regensburg, interviewed Sebastian Müller of GfK GeoMarketing about the benefits of market data and on-site appraisals.

How important is data in evaluating locations?
Naturally data is very helpful in terms of evaluating a given situation. But how this data is interpreted is crucial. The various filters that some companies use are questionable in my view – for example, only investing in areas with high purchasing power and centrality ratings. Another example would be the large number of expansion planers or investors who believe that purchasing power should always be as high as possible. But if I’m evaluating a real estate object in which KiK, Woolworth and Aldi are tenants, it’s not necessary that purchasing power be high – in fact, the opposite is actually more advantageous. And even if the centrality rating is below average, that simply means that the inhabitants do not go shopping in the place where they live. And this can be an indication that there is a lack of good shopping opportunities in that area. Numbers are often thrown around, because we have a tremendous belief in their validity. While data provides a preliminary assessment, it cannot substitute for a thorough market and location analysis.

How do you determine the boundaries of catchment areas?
The established theoretical approach examines catchment area boundaries according to the macro- and micro-environment, competitors, catchment area, purchasing power, turnover estimates and rent assessments. We then adjust these results based on an evaluation of market absorption. Assume, for example, a place with approximately 5,000 inhabitants in which there is only one supermarket and one discount store. If one of our clients wants to purchase the supermarket, we go on-site to evaluate the situation, which is absolutely essential! It’s never possible to carry out a thorough appraisal just by evaluating the data – an on-site evaluation of the real estate object is always necessary. It’s essential to go on-site to evaluate conditions such as accessibility, visibility, provision of parking places and the existence of any barriers. It’s also necessary to go into the store and assess its offering – for example, the number of fresh milk cartons that are available in the morning just after the store has received a new shipment. If, for example, there are just ten milk cartons, one can deduce that the company headquarters does not believe that this particular store will sell well. There are several important indicators as to whether a given business is running well. Only after evaluating these factors can one arrive at reliable turnover estimate.

Which is more important – data or experience?
From my experience, desk research is important in order to arrive at an initial assessment of the situation. But when it comes to providing a client with a reliable appraisal or estimate, it’s vital to go on-site to thoroughly evaluate the location and competitor situation. One exception that proves the rule would be a portfolio analysis that involves evaluating 200 locations. In cases like this, it’s impossible to visit each and every site. In consultation with the client, we carry out the analysis by prioritizing site size or drawing power. Catchment areas are always substantially impacted by competitors, which is something we can evaluate with RegioGraph’s Huff model, but it’s important to remember that this is just a model. There can also be other limiting factors, such as an old district boundary that inhabitants simply don’t cross even if doing so would provide a closer shipping option. For this reason, we believe it’s also important to go on-site to definite catchment area boundaries when there are a limited number of locations under consideration.

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Do you need to objectively evaluate the performance of your branch sites? Want to identify regions that offer untapped potential for your company? Use our market data to evaluate your entire market according to objective criteria. All data offers comprehensive, regionalized coverage for an entire country of your choice, or even specific catchment areas or street segments.

Growth from Knowledge

www.gfk-geomarketing.com/data
THE SMARTPHONE BOOM IN EMERGING MARKETS

Over the past 18 months, China has seen monumental growth in smartphone sales representing a rapid shift of consumers away from feature phones. China has swiftly transformed itself into the world’s fastest-growing economy. Could the reasons behind the smartphone proliferation there be used to predict similar trends in other emerging markets?

In 2008, smartphones accounted for just 9% of all mobile phone sales in China. Indeed, despite being the world’s most populated country, fewer than 200 million phones were sold every year. Move forward to 2012 and there has been a seismic shift in the market. With smartphone sales totaling 59% of the market and overall mobile phone sales boosted to 307 million, the Chinese smartphone market has seen a growth in sales of 108% in 2012. But what factors are behind this vast and sudden uptake of smartphones?

CHANGE AGENTS

Unsurprisingly, the key driver of change was price, with numerous elements combining to drive down the cost of both producing and buying smartphones. Local operators played a critical role in the first wave of smartphone growth in China through heavy subsidies, offering them at the symbolic retail price of CNY 1,000 (approx. €120) in September last year. The second wave of growth is now led by domestic manufacturers who have started selling entry-level smartphones below CNY 1,000. Finally, high levels of competition in China’s well-established handsets supply chain have influenced a fall in costs across the component set, from application processors to screens and touch panels.

Competition was not, however, the only reason for price change. A move from 3G to 2.5G chipsets and 4-inch screens to 3.5-inch screens allowed for price reductions for consumers of between 20-30% while maintaining acceptable levels of quality. This has been vital in convincing a wider consumer base of the value of upgrading to smartphones. Smaller vendors in China’s tier-4 and tier-5 cities (county-level cities) have developed their own smartphone propositions, including landmark sub-CNY 600 (approx. €73) handsets – under half the price of entry-level smartphones sold by tier-1 vendors without subsidies.

Nevertheless, despite such rapid market change, 2012 is likely to mark the end of such explosive growth in China. Our data indicates that unit growth will slow moderately this year and more rapidly thereafter.
FUTURE GROWTH MARKETS

So where should we look for the next boom in smartphone purchasing? We’ve identified emerging markets such as India, the Philippines and Nigeria as the next growth markets for smartphone penetration. The opportunity for cheap smartphones to replace feature phones in these markets is huge: 95% of phones that consumers buy in India are below INR 8,500 (equivalent to CNY 1,000 or €122), compared to 45% in China.

Yet the lack of operator subsidies in these markets means that the smartphone category is not being supported in the same way that we see in Western European markets. As such, these low-priced smartphones are particularly critical for generating growth in the market and fuelling a switch from even lower-cost feature phones.

As Chinese and domestic manufacturers ramp up their production capabilities and tier-1 vendors start lowering smartphone prices further, we expect smartphone growth to accelerate in emerging markets from the end of this year and maintain elevated levels over the next two years.

A LOOK AHEAD

Of course, each emerging market will have its own local twist: smartphone sales in India, for example, should grow 95% in 2013 against only 46% in Brazil where import duties will constrain the cheaper supply effect. Looking ahead, manufacturers who are able to maintain a competitive edge in this new segment will secure a strong position in the future mobile phone market.

CONTACT DETAILS

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LOCATION EXPERTISE FROM GfK

We understand retail and consumers like no one else. That's how we can help you finding the best locations and investment opportunities in retail real estate throughout Europe.

Growth from Knowledge www.gfk-geomarketing.com/location_consultancy
How does your business work?
We sell SPAX directly to retail outlets such as home improvement stores. Our 15-member external sales force is active across Germany, Austria and Switzerland.

How do you use geomarketing analyses?
We use geomarketing for sales territory planning. We use RegioGraph and Europe-wide maps to plan fair and optimally accessible territories for our external sales force members. The completed territory maps are then given to each external sales force employee, providing an overview of the regional and sales-relevant characteristics of his or her assigned territory.

What was the specific problem you wanted to solve with RegioGraph?
We’ve been working with the geomarketing software for many years now. Previously we worked with the infamous wall maps! At that time we had only twelve territories for all of Germany; we’d tell an external sales force member to “go to territory 1 and 2” and so on. Due to the widely varying accessibility of these territories, workload and potential were very unevenly distributed. There were also undefined areas in the border regions between territories where we either had no coverage or where sales force members would argue over to whom they belonged.

What is your current methodology?
Thanks to the fact that RegioGraph allows us to assign every 5-digit postcode to a given external sales force member and even manually adjust these assignment through a drag-and-drop feature, we now save an enormous amount of time, plan in a more targeted way and are always immediately aware of any necessary changes. We also use the maps as a proactive means of communication – our external sales force employees are intimately involved with the territory planning process. We work collaboratively to optimize the regional assignments and create custom-tailored territories. Thanks to RegioGraph, the results are fair and we have a clear indication of their consequences – in other words, the entire planning process is much more transparent. And all of this makes it possible to plan properly by being able to directly compare the current state of things with a proposed restructuring and see how this will affect our number of customers or the turnover across our various territories. This process gives me a clear idea of the turnover and turnover growth that are realistic to expect for each territory, which in turn serves as a useful tool for determining appropriate commissions for our external sales force employees.

What are some of the unique factors you face in the planning process?
In our case, not only is the size of each territory important, but also the extent to which the territories or customers are accessible. We can immediately evaluate this accessibility in RegioGraph by visualizing the transport network, and this factor can also be automatically taken into account when planning with the software. RegioGraph also removes the headache of trying
to create territories that are compact and cohere well, as the software automatically proposes an optimal structure. We also use the integrated maps of the various language regions, for example in Switzerland. The detailed GfK maps for Belgium also allow our external sales force to successfully navigate the politically complicated matter of the language regions. These linguistic and political characteristics cannot be neglected if the external sales force is to be successful!

Your final word on working with RegioGraph?
It’s not possible to achieve a fair and transparent distribution of workload and potential for the external sales force without digital planning. RegioGraph has also substantially decreased the time we need for the complex task of managing our sales operations. Sales territory planning without RegioGraph would quite simply be unthinkable!

ABOUT SPAX INTERNATIONAL
SPAX International brings together the realms of construction and high tech. Development engineers and tool manufacturing and assembly are coordinated to ensure optimal synergy. The company’s success story began in 1823 under the name of ALTENLOH, BRINCK & CO, which was the first company in Germany to carry out industrial production of fasteners. Today SPAX International is a globally active company with sales operations throughout the world under the umbrella of the ALTENLOH, BRINCK & CO Group. The SPAX fastener brand is known worldwide. SPAX International is synonymous with modern engineered fasteners in the home improvement, construction, industry and planning sectors. More information at www.spax.com

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VIDEO: GET TO KNOW OUR COMPANY

Our geomarting solutions offer location and market insights from a single source. Watch a short video to learn how we can support you through consultancy, market data, maps and software. Access the video at:

www.gfk-geomarketing.com/video_en

WEBSHOP: NOW UPDATED

You can order and download many of our market datasets at the GfK Webshop. Acquire the data as complete studies or in cost-effective extracts for individual municipalities and postcodes. GfK Purchasing Power 2013 is now available for Germany. Download now at www.gfk-webshop.de.

KNOWLEDGE DELIVERED TO YOUR INBOX: GfK GEO-MARKETING E-NEWS

GfK GeoMarketing’s e-News keeps your finger on the pulse of the latest geomarketing developments. Subscribe online and receive monthly editions with up-to-date information on RegioGraph, digital maps, market data and location research. Mailing list subscribers also get a free download each month. Sign up today!

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IMPRESSUM

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Where do members of your target group live? Where is there untapped sales potential? Where are gaps in your sales territories? Where should new locations be opened?

RegioGraph answers your “where” questions. Use the geomarketing software to analyze your company data directly on digital maps. This makes it quick and easy to spot regional trends and patterns.

Includes GfK Purchasing Power® and maps for a European country of choice!