

Geomarketing product catalog

Make better business
decisions through region-
sensitive market analyses



Geomarketing solutions

Select from our offering:



SOFTWARE



MARKET DATA



DIGITAL MAPS



SERVICES



RegioGraph

RegioGraph is an award-winning geomarketing software that allows you to visualize and analyze your company data directly on digital maps. Use the software to tap more potential and get deeper insights into your markets and operations. Display results on attention-getting maps and share insights online with colleagues with the RegioGraph TeamConnect add-on.

BACK

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RegioGraph LocationAdvice

RegioGraph LocationAdvice puts all your location information at your fingertips. Use the new online application to plan and evaluate your locations while on the go. Access digital maps and share results with your team.

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Training courses for RegioGraph

Our training courses save valuable time by helping you get up and running with RegioGraph. Experienced course instructors lead you step by step through the software's features and offer practice-oriented tips to build your skills.

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Overview: Market data



demographic data

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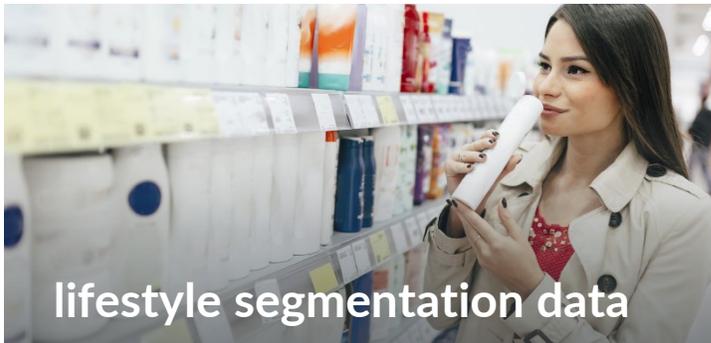
purchasing power data

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retail data

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lifestyle segmentation data

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business data

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foundational data

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BACK



GfK Population & Households

This dataset draws on a comprehensive address database to deliver insights on inhabitants and households.

GfK Population by Age Group

GfK Population by Age Group delivers insights on the population's age, broken down into 17 categories.

GfK Demographics

GfK Demographics provides a detailed demographic profile of the population, with insights on age, household size, household type and income bracket.

GfK Commuter Flows

GfK Commuter Flows offers insights into the movements of employees who commute, with a distinction made between inbound and outbound commuters.

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General purchasing power

GfK Purchasing Power is the acknowledged benchmark for assessing consumer potential. The dataset reveals the regional distribution of the population's disposable income.

GfK Purchasing Power

GfK Purchasing Power Europe

Product purchasing power data

Purchasing power is also available for specific product groups and numerous product lines, both for brick-and-mortar retail and online retail.

... for Retail Product Lines International

... for Retail Product Lines Germany

... for brick-and-mortar and online Germany

Other purchasing power data

We also offer purchasing power for specific industries and segments.

GfK Purchasing Power for Organics

GfK Over-the-Counter Purchasing Power

GfK Purchasing Power for Holiday Travel

GfK Purchasing Power for Automobiles



GfK Retail Purchasing Power

This dataset reveals the amount of general purchasing power available for retail spending and is therefore a measure of the demand potential for brick-and-mortar, online and mail-order retail. The data is calculated based on consumers' places of residence and is also available for many product lines.

GfK Retail Purchasing Power

... for Retail Product Lines

GfK Retail Turnover

GfK Retail Turnover reveals the regional distribution of brick-and-mortar retail turnover and is calculated at the locations at which sales are made. The data is also available for specific product groups, such as clothing, furniture, etc.

GfK Retail Turnover

GfK Office Supplies Potential

GfK Retail Centrality

GfK Retail Centrality is a measure of the attractiveness of a city with regard to its ability to draw and sustain retail trade. A city is considered particularly attractive economically when it achieves a turnover higher than the retail purchasing power available to the local population.

GfK Retail Centrality

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Digital maps

Digital maps offer an objective basis for carrying out geographic analyses. Display data and trends to gain more transparency and deeper insights into your markets and operations. Our cartographic data is available for countries around the world in our trademark GfK quality.

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CRESTA zones

CRESTA zones give insurers, reinsurers, modelers, regulators and other insurance industry professionals a universal global standard for analyzing, aggregating and exchanging risk-related insights.

Link your information to a worldwide boundary structure to pinpoint trends and then share results with unmatched accuracy and speed.

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Overview: Services



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BACK

The background of the slide is a photograph of a group of people in a meeting. They are gathered around a table, looking at laptops and documents. One person in the foreground is pointing at a laptop screen that displays a map and data. The scene is brightly lit, suggesting an office or conference room environment.

Our geomarketing software solutions

RegioGraph

Professional desktop software for wide-ranging analyses

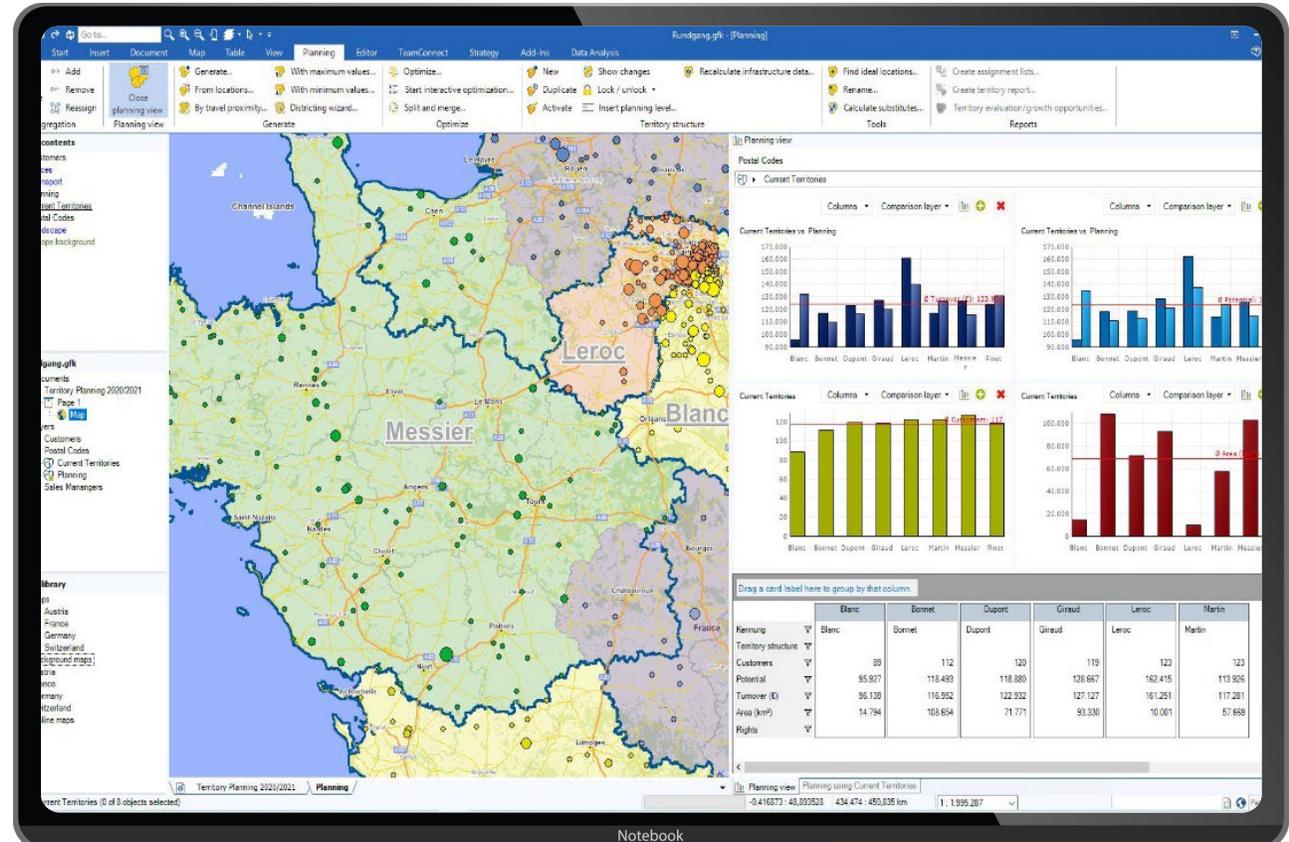


Our award-winning geomarketing software gives you powerful tools for optimizing sales territories, evaluating locations and analyzing markets directly on digital maps. A user-friendly interface allows you to import your company data at the click of a button and then compare it to the included GfK purchasing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

- easy installation and 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



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MORE ABOUT ADD-ON

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*requires an additional fee

RegioGraph LocationAdvice

Browser-based online application for location analyses

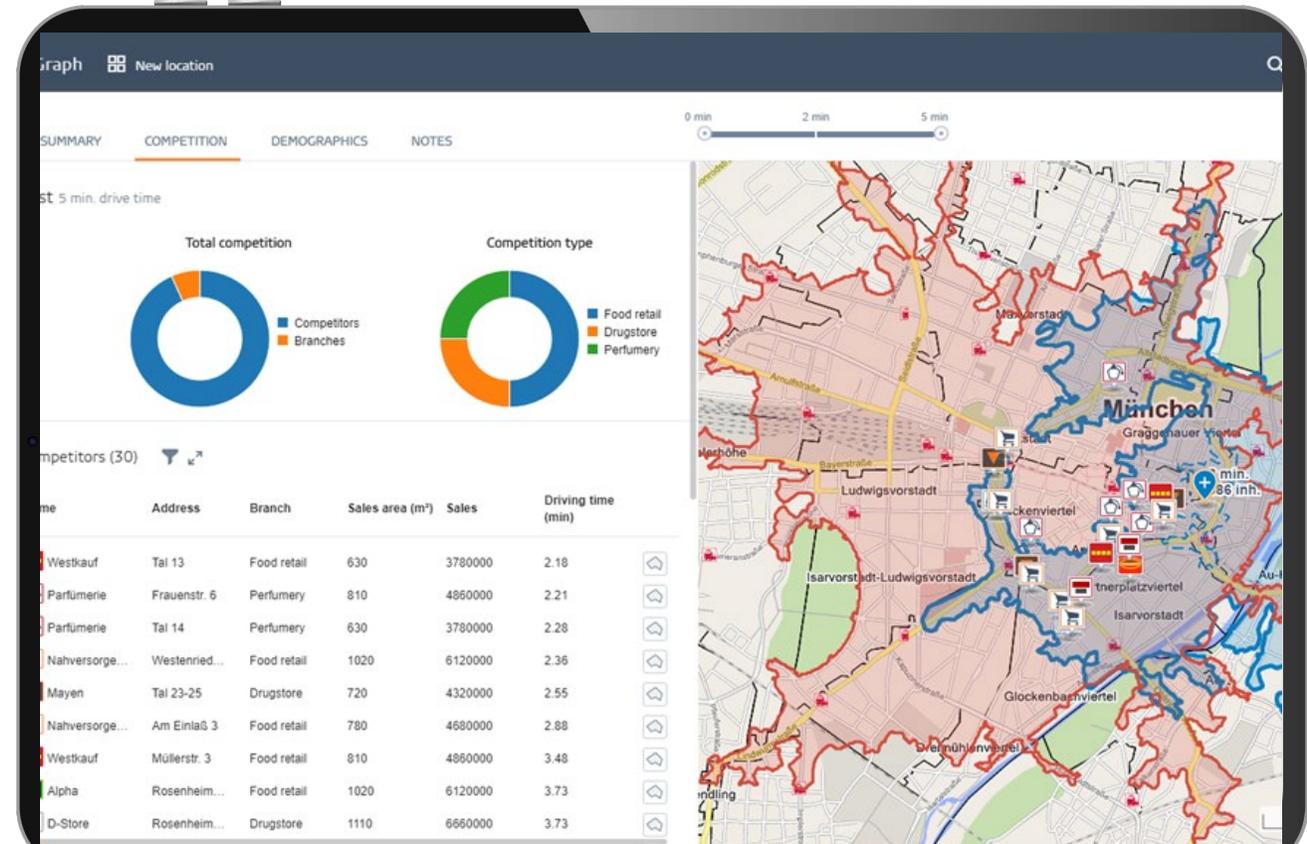


RegioGraph LocationAdvice is an online-based geomarketing software that allows you to carry out professional analyses of locations and their surroundings directly on digital maps. Access your company data from various end devices while on the go and use the integrated GfK data on potential to comprehensively evaluate your locations.

RegioGraph LocationAdvice is the right choice if you carry out frequent location analyses and evaluations using standardized criteria and require fast results that can be meaningfully compared even when you are away from the office.

Key features of the online application:

- on-site implementation on your own web server
- importing of your company data (customers, competitors, market potential)
- pre-configured analyses based on your chosen criteria, with dashboard and map view
- user-friendly interface that requires no training
- online access for multiple users
- browser-based access when on the go
- exporting of results as a PDF report
- expandable with additional countries



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WEBSITE & PRODUCT VIDEO

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Online training courses

for our geomarketing software RegioGraph



Our training courses save valuable time by helping you get up and running with RegioGraph. Experienced course instructors lead you step by step through the software's features and offer practice-oriented tips to build your skills.

**+++ Due to the current global situation, we're now offering +++
all of our training courses online.**

Training courses for beginners

As a beginning user, you can select from two options: a two-day group course with a small class size along with practice-oriented exercises or a four-hour quick-start course.

Courses for more advanced users

As a more advanced user who has already participated in a training course or has been using the software for a significant period of time, you can select from our three newly available deep-dive courses on optimizing sales territories, analyzing locations and designing professional maps.



Want a personalized training course or coaching session?
We're happy to tailor our training course contents to the needs of your business. You can also opt for a personalized coaching session that guides you to a solution to your current location challenges using RegioGraph.

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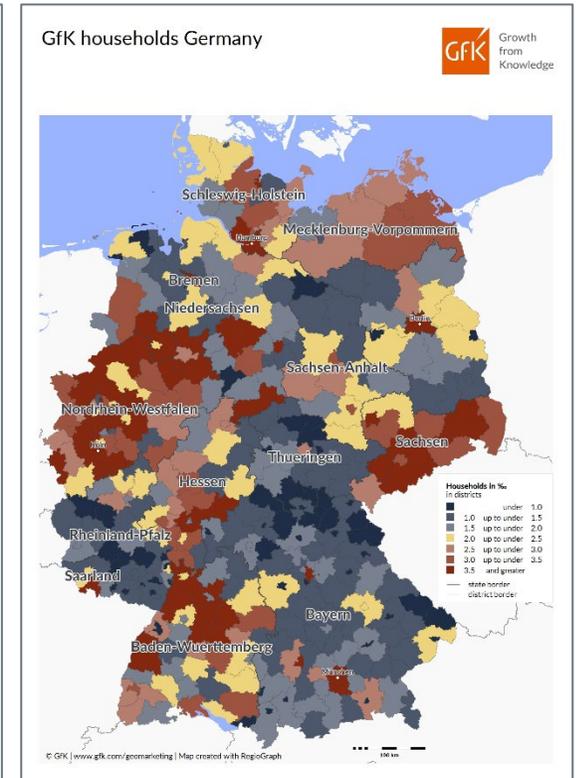
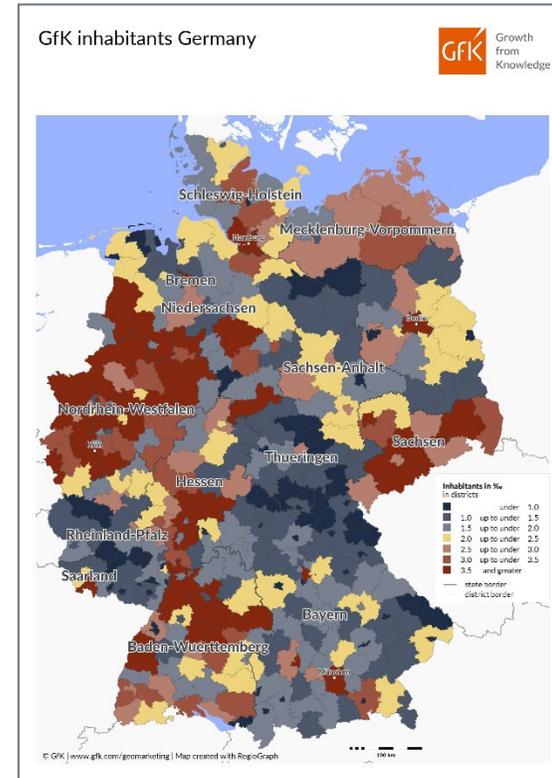
The background of the slide is an aerial view of a city model. The buildings are represented by various sized blocks in shades of brown, tan, and blue. A network of white lines connects several glowing green circular data points scattered across the city. The lighting is dramatic, with a blue glow on the left side and a yellowish glow on the right side, suggesting a sunset or sunrise. The overall aesthetic is modern and data-driven.

Our market data

GfK Population and Households



This dataset draws on a comprehensive address database to deliver information on inhabitants and households. The population figures are based on official statistics as well as information obtained from our regular consultations with city and municipal administrations. The household figures are based on a customized model developed by GfK GeoMarketing.



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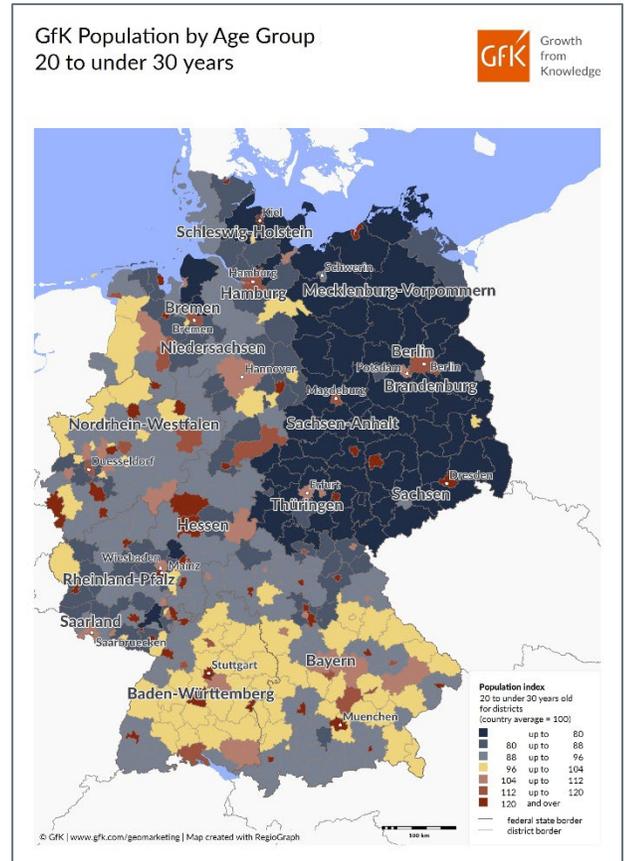
GfK Population by Age Group



This market dataset includes up-to-date population figures subdivided in various ways by age group and gender, depending on the country in question.

Official statistics are generally used when determining population figures. In the case of Germany, detailed civil register data from cities and municipalities is additionally used, among other information. The data is transferred to a detailed regional level using a geographic modeling technique developed by GfK GeoMarketing.

By filtering this data, you can hone in on the target group most likely to be interested in your products and advertising campaigns. You can then implement your marketing efforts accordingly, such as by distributing flyers only in areas with high concentrations of your target group.



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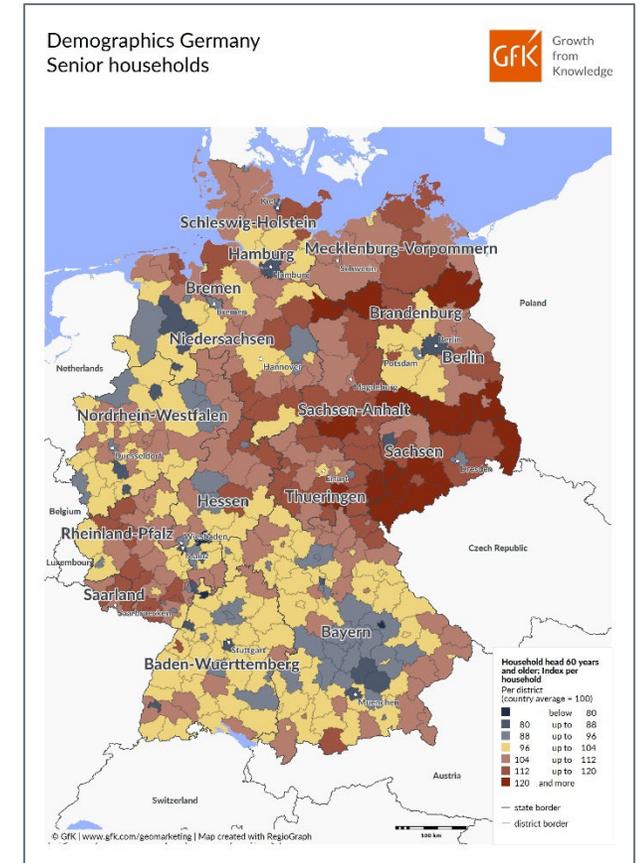
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GfK Demographics provides comprehensive, region-specific data on the demographic profile of households as well as the type of residential accommodation. This reveals detailed information on your target group, including age range, income, family type and residential surroundings.

The included data insights give you an objective means for steering your advertising and sales activities. For example, using the included information on all of Germany's households, you can filter out members of your particular target group who are especially likely to be interested in your products and message. By linking this information to your own customer data, you can better identify and understand the defining characteristics of your customers.

This allows you to optimize your direct marketing activities and distribute your mailings where your target groups are most concentrated. For example, distributing brochures for garden-related products is more likely to be successful in areas with a large number of one- and two-family houses rather in areas dominated by apartment complexes.



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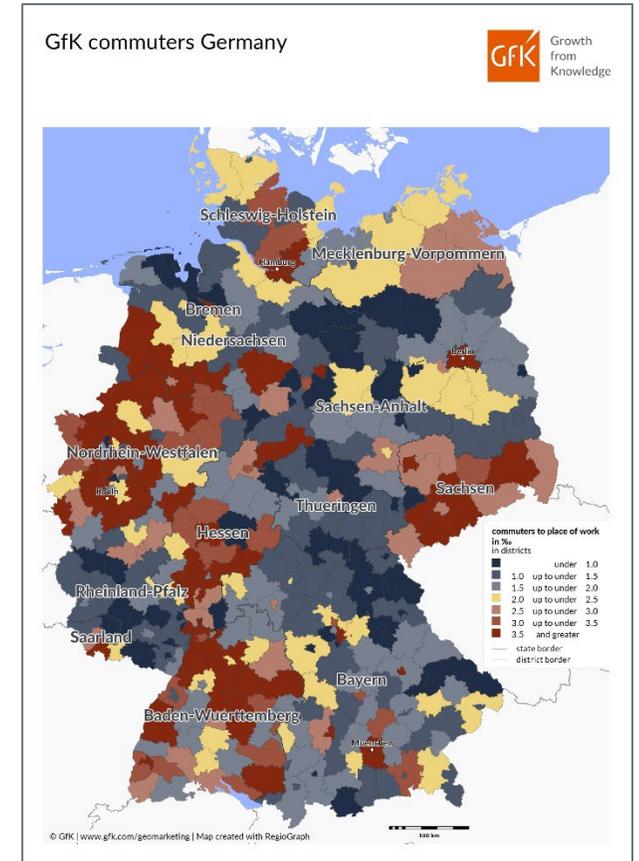
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GfK Commuter Flows reveals the number of employed individuals who travel or commute from one city to another city. Commuters are considered employees subject to social insurance contributions whose municipal residence is different from the municipality in which their employer is based.

Commuter traffic patterns can be visualized for all of Germany. This data thus provides insights into the usage of travel routes and the drawing power of certain regions. As such, GfK Commuter Flows offers an objective basis for making decisions for or against retail locations.



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GfK Purchasing Power



GfK Purchasing Power is the acknowledged benchmark for assessing consumer potential. The dataset reveals the regional distribution of purchasing power, highlighting areas where these values are especially high. This allows you to make a precise determination of the consumer potential in an area of interest, such as for specific postcodes or municipalities.

Purchasing power is a valuable gauge of the economic strength of a given region, making it an indispensable reference point for business decisions. Use these insights to evaluate regional sales opportunities, optimize sales territories and direct marketing activities based on potential and objectively analyze existing and prospective markets and locations.

GfK Purchasing Power and GfK Population and Households are delivered as a combined dataset.

GfK Purchasing Power is available for [all European countries](#) as well as for select countries worldwide.

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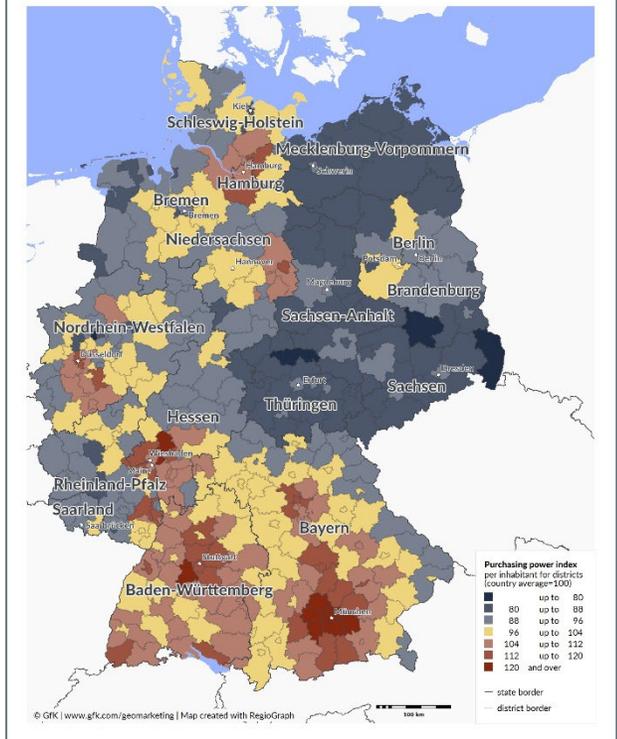
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GERMANY

INTERNATIONAL

GfK Purchasing Power Germany



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GfK Purchasing Power

Europe



GfK Purchasing Power Europe is the recognized benchmark for assessing consumer potential in 42 European countries. The data reveals the regions in Europe with the highest purchasing power.

Purchasing power is a valuable gauge of the economic strength of a given region, making it an indispensable reference point for business decisions involving the international planning and evaluating of locations as well as the managing of outside sales and marketing endeavors.

GfK Purchasing Power and GfK Population and Households are delivered as a combined dataset.

Purchasing power is available for individual countries or for a package price when ordered as part of our continent editions:

WESTERN EUROPE EDITION

EUROPE 2-DIG. POST./ NUTS

EASTERN EUROPE EDITION

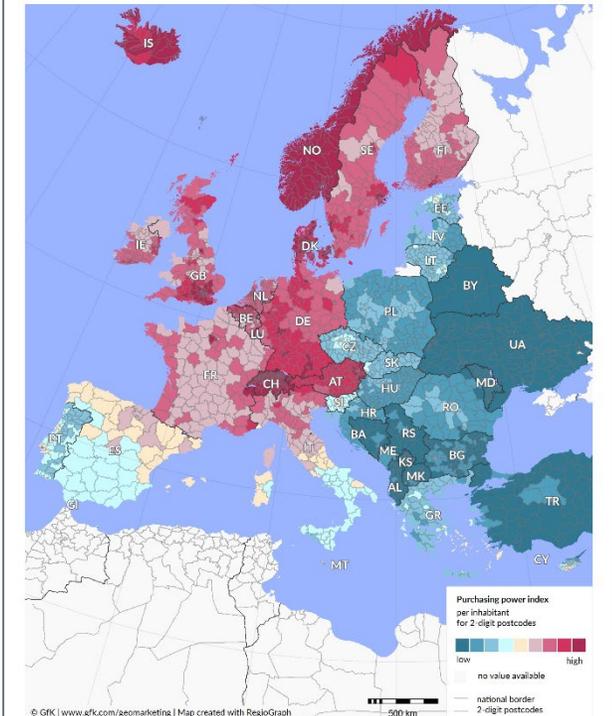
EUROPE EDITION

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GfK Purchasing Power Europe



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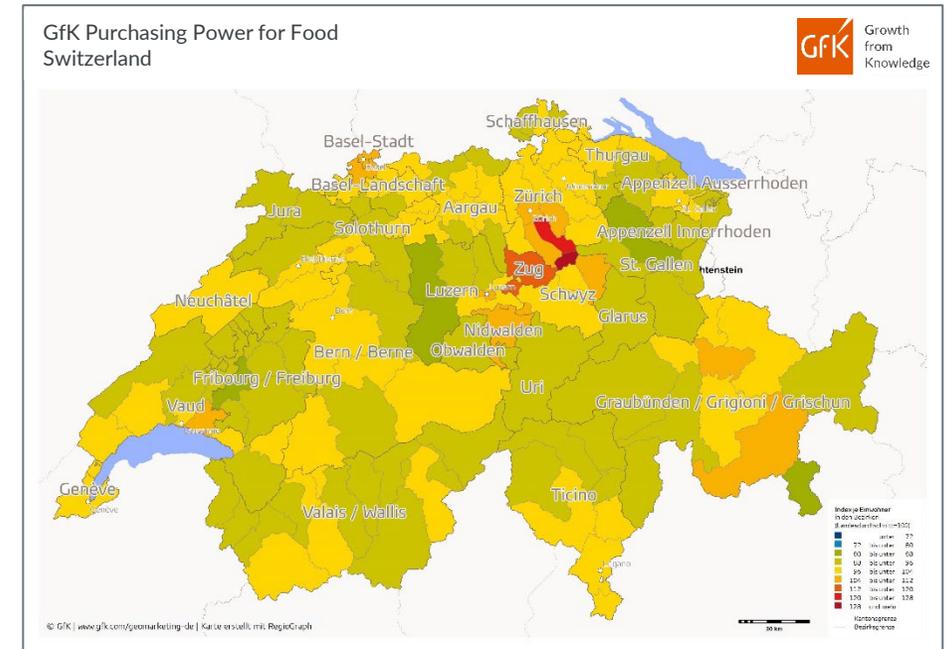
GfK Purchasing Power for Retail Product Lines

International



GfK Purchasing Power for Retail Product Lines refers to the portion of general purchasing power available for spending on specific product groups. The data reveals the total consumer potential for offline and brick-and-mortar spending on numerous product groups in the food and non-food segments.

The calculation of purchasing power data is based on various sources and analyses of consumer shopping behavior. GfK uses this information along with demographic details to compile purchasing power data on detailed regional levels. This gives users granular insights that support a wide variety of analyses and planning endeavors in both domestic and international markets.



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GfK Purchasing Power for Retail Product Lines

Germany



GfK Purchasing Power for Retail Product Lines refers to the portion of general purchasing power available for spending on specific product groups. The data reveals the total consumer potential for offline and brick-and-mortar spending on 17 product groups in the food and non-food segments as well as for approximately 60 individual product lines.

The calculation of purchasing power data is based on various sources and analyses of consumer shopping behavior, predominantly drawing from GfK's consumer panels. The data is provided in a consistently high quality for all of Germany, from districts, municipalities and postcodes to street segments.

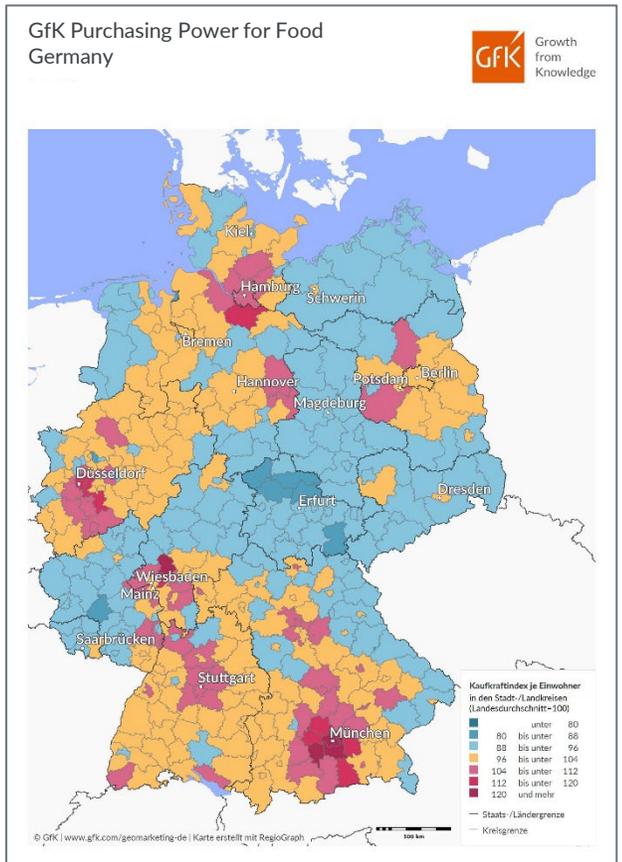
Product-specific purchasing power reveals the regional sales potential for many individual product lines. This allows you to adjust your sales and marketing activities based on regional consumer preferences. The data also gives you a competitive advantage when it comes to location considerations and decisions.

GfK Purchasing Power for Retail Product Lines is also available for [many European countries](#). In the case of Germany, the data on 17 product groups can additionally be obtained with a breakdown according to [online and brick-and-mortar retail spending](#).

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GfK Purchasing Power for Retail Product Lines

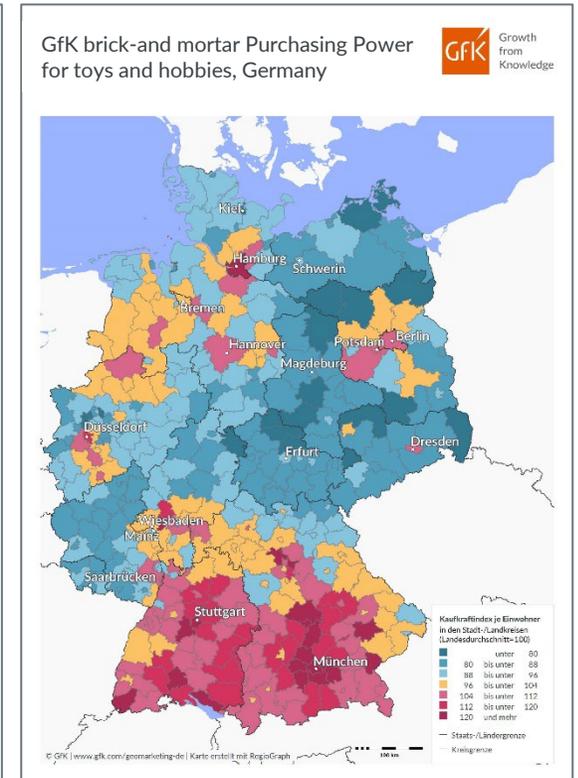
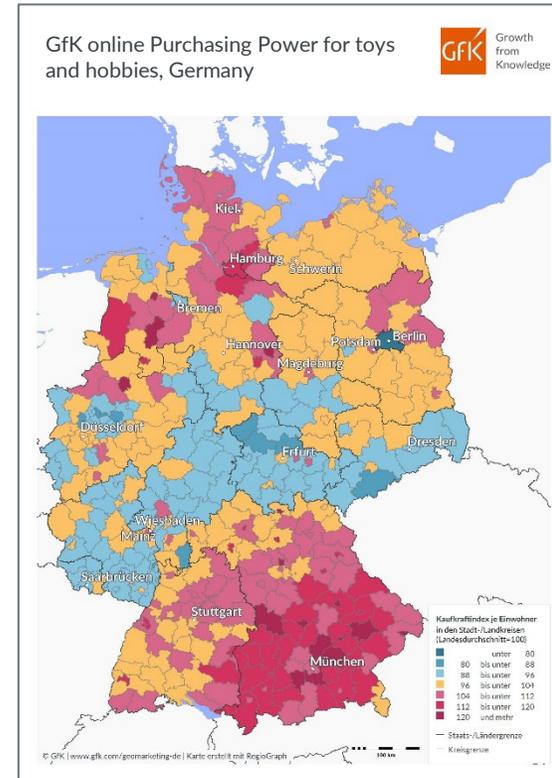
for brick-and-mortar & online retail, Germany



GfK Purchasing Power for Retail Product Lines refers to the portion of general purchasing power available for spending on specific product groups. The data reveals the total consumer potential for various product lines in the food and non-food segments. In the case of Germany, the data on 17 product groups can additionally be obtained with a breakdown according to online and brick-and-mortar retail spending.

The calculation of purchasing power data is based on various sources and analyses of consumer shopping behavior, predominantly drawing from GfK's consumer panels.

GfK Purchasing Power for Retail Product Lines is provided in a consistently high quality for all of Germany, from districts, municipalities and postcodes to street segments.



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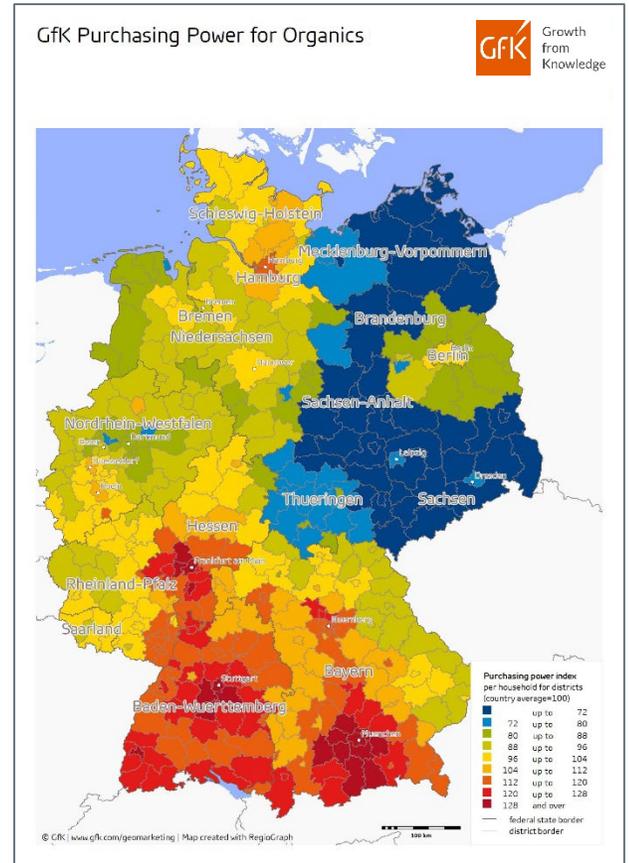
GfK Purchasing Power for Organics

Germany



Spending on organic products is on the rise in Germany. But which consumers purchase these products and where do they live? GfK Purchasing Power for Organics answers these questions, revealing the amount of income available for organic products in all of Germany's municipalities, postcodes and street segments.

Understanding the regional distribution of purchasing power for these products directly impacts business success in the realms of direct marketing, outside sales management, and sales planning and controlling.



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GfK Over-the-Counter (OTC) Purchasing Power

Germany



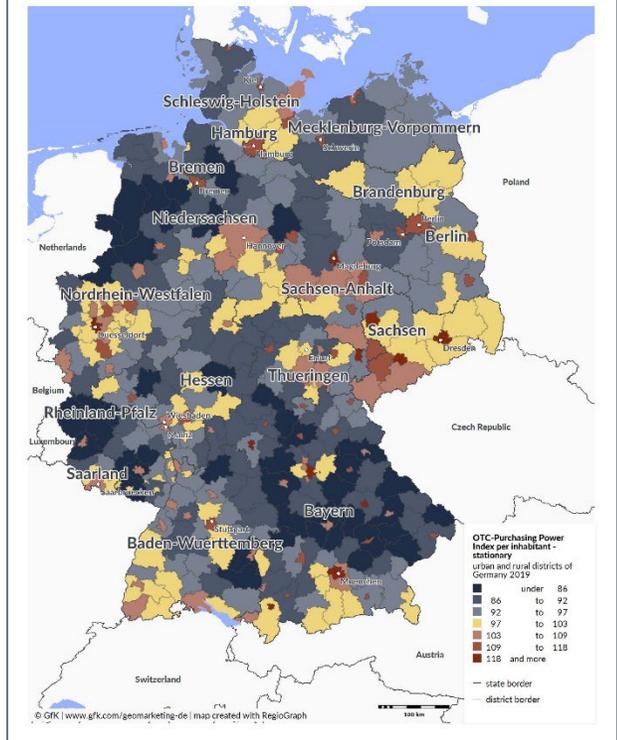
GfK Over-the-Counter (OTC) Purchasing Power reveals the level of disposable income available for health-care products.

This purchasing power data encompasses non-prescription self-medication products sold at pharmacies. This includes both pharmacy-only medicinal products as well as non-medicinal products such as supplements, pharmacy cosmetics and sunscreen products. The data excludes purchases requiring a prescription as well as purchases made in supermarkets or drugstores.

Understanding the regional distribution of purchasing power for these products directly impacts business success in the realms of direct marketing, outside sales management, and sales planning and controlling.

GfK OTC Purchasing Power is provided at a detailed regional level as an absolute value in euros, a proportional value for a region compared to Germany as a whole as well as a population- or household-specific (index) value. A breakdown according to potential for online and brick-and-mortar retail spending is also available.

GfK stationary OTC-Purchasing Power
Germany :



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GfK Purchasing Power for Holiday Travel

Germany



GfK Purchasing Power for Holiday Travel reveals the regional spending potential for private holiday travel involving more than one overnight stay. The data allows travel agents and travel agencies to identify the regions in Germany with the highest purchasing power for holiday travel.

Drawing on our GfK panel insights, we offer this detailed target group data in a consistently high quality for all of Germany, from districts, municipalities and postcodes to street segments.

These insights give those active in the tourism and travel industry detailed information for their analyses and planning endeavors, providing support for evaluating regional sales opportunities, optimizing sales territories and direct marketing activities based on potential, and objectively analyzing locations.

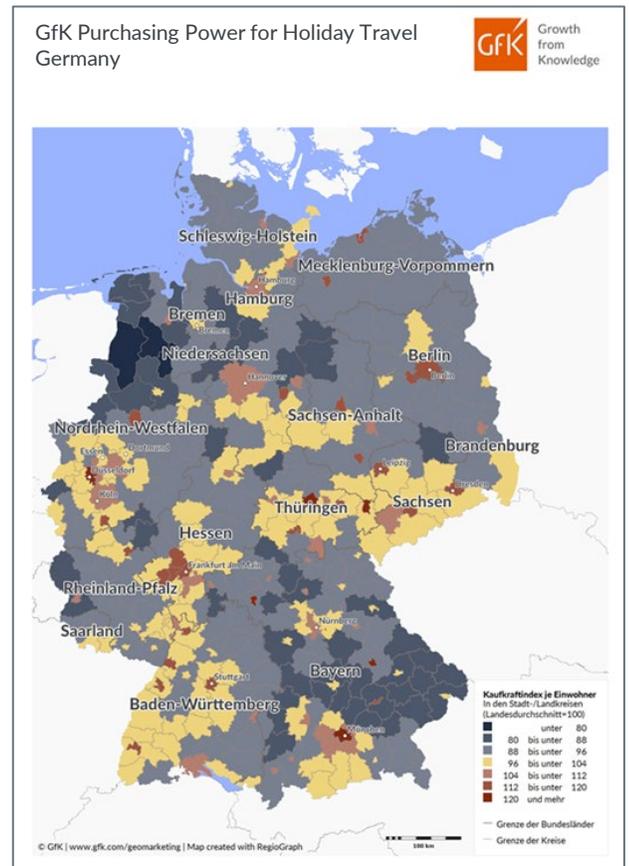
A breakdown according to online and brick-and-mortar retail spending is also available. We also calculate purchasing power for the following types of travel:

- long-haul beach holidays
- Mediterranean beach holidays
- sea cruises
- sport / wellness / activity travel
- city trips

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GfK Purchasing Power for Automobiles

Germany



This purchasing power dataset reveals purchasing power for the automobile industry. The data shows the distribution of purchasing power in Germany for automobile sales (e.g., new/used automobiles, automobile tires, automobile accessories) and after-sales (automobile maintenance and repair).

The data is based on various sources and analyses of consumer shopping behavior. GfK Purchasing Power for Automobiles is available in a consistently high quality for all of Germany, from districts, municipalities and postcodes to street segments.

These insights give those active in the automotive industry detailed information for their analyses and planning endeavors, providing support for evaluating regional sales opportunities, optimizing sales territories and direct marketing activities based on potential, and objectively analyzing locations.

The data can be obtained for the following segments:

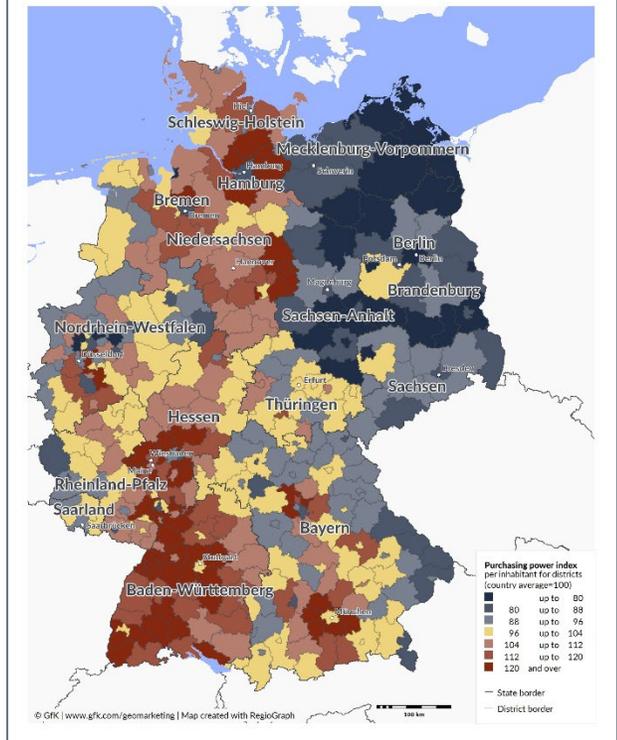
- new automobiles
 - used automobiles
 - new & used automobiles
- automobile tires
 - automobile accessories
 - automobile maintenance & repair

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GfK Purchasing Power for
New Automobiles, Germany



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GfK Retail Purchasing Power

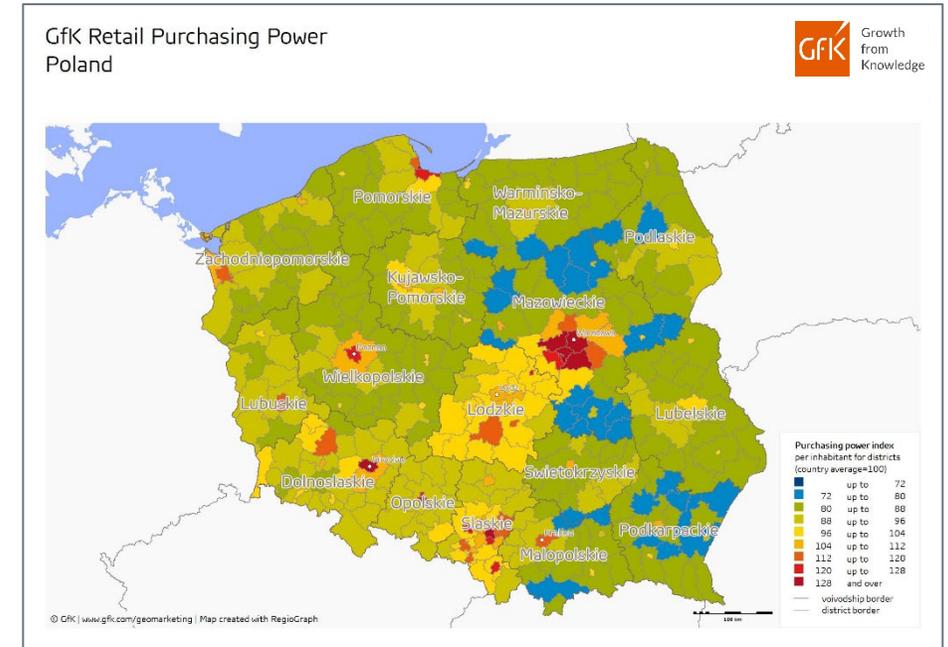


Retailer success depends on the level of consumer potential for traditional and mail-order retail in an area of interest. GfK Retail Purchasing Power is a measure of this potential for all regions of a given country.

The data reveals the amount of general purchasing power available for spending in retail and mail-order retail. General purchasing power is defined as the sum of the population's net income as measured as consumers' places of residence.

When it comes to planning and evaluating existing locations, managing sales operations, and strategizing marketing campaigns, retail purchasing power is significantly more valuable than general purchasing power, because the latter can lead to incorrect assumptions in some cases. This is because consumers with high incomes do not necessarily spend more on retail purchases. For example, they might spend their extra income on rent, real estate or luxury products.

To support more detailed planning, purchasing power can be obtained for individual product groups in the form of [GfK Purchasing Power for Retail Product Lines](#).



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GfK Retail Turnover



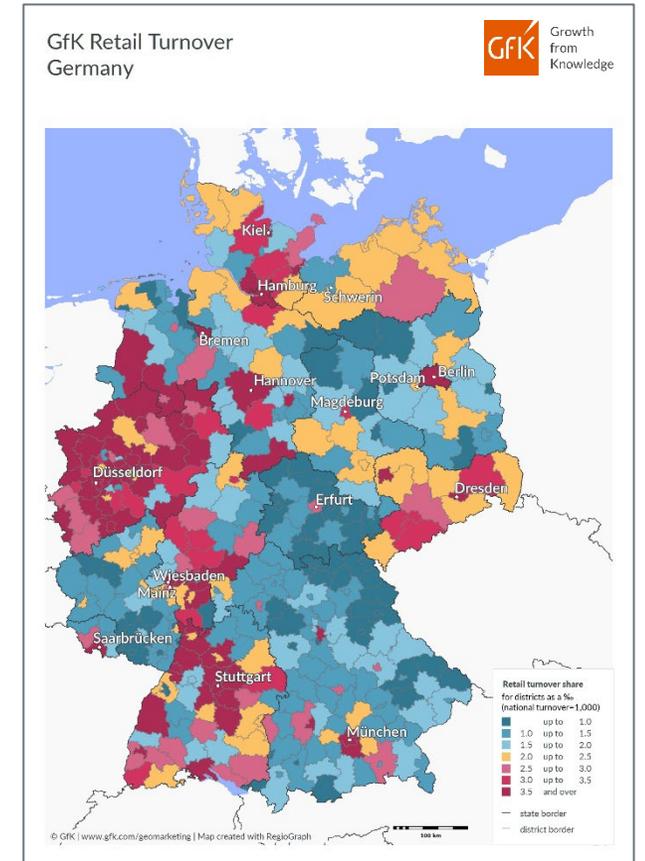
GfK Retail Turnover reveals the regional distribution of retail turnover at the point of sale. In contrast to retail purchasing power, which is calculated at consumers' places of residence, retail turnover is calculated directly at retail locations.

Using these data insights, you can quickly identify attractive retail locations. This supports your location planning, outside sales management as well as marketing and sales endeavors by allowing you to select promising target regions around these points of sale.

GfK Retail Turnover is thus an important indicator of the economic attractiveness of a given location.

We also calculate retail turnover for many specific product lines, including:

- consumer electronics
- clothing
- food
- drugstore products
- DIY items
- furniture
- kitchen furniture
- office supplies
- optics
- and many others



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GfK Office Supplies Potential

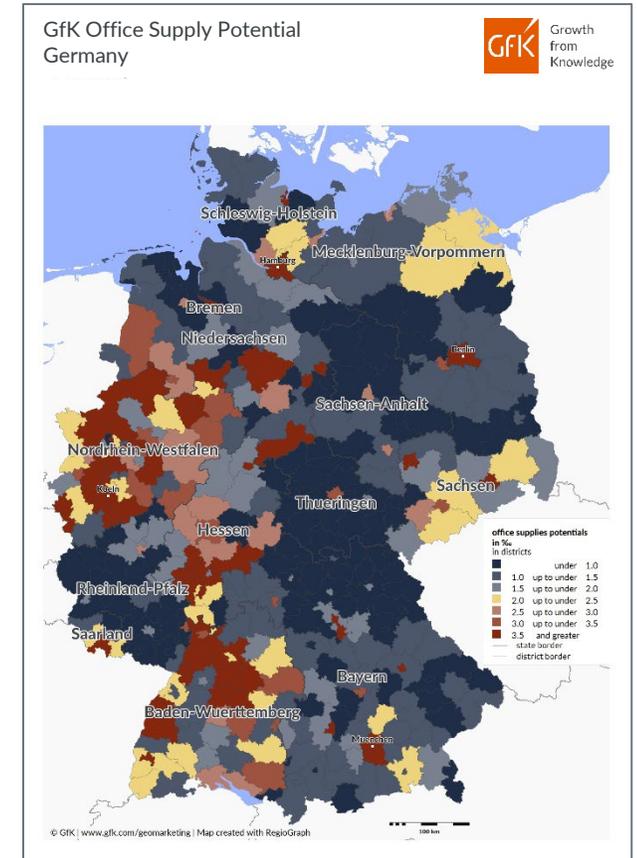
Germany



GfK Office Supplies Potential shows the regional market potential for office-related supplies. As such, these data insights offer support for regional sales planning as well as performance controlling for outside sales in the office technology, office furniture and organizational materials segments.

The data on office supplies potential is provided for every region as a proportional value compared to Germany as a whole (per mill). The data can also be obtained for the following product groups:

- tele- / mobile communications
- Internet service providers
- PCs
- networks
- printers
- multi-functional devices
- video conferencing systems
- software
- office furniture
- security systems



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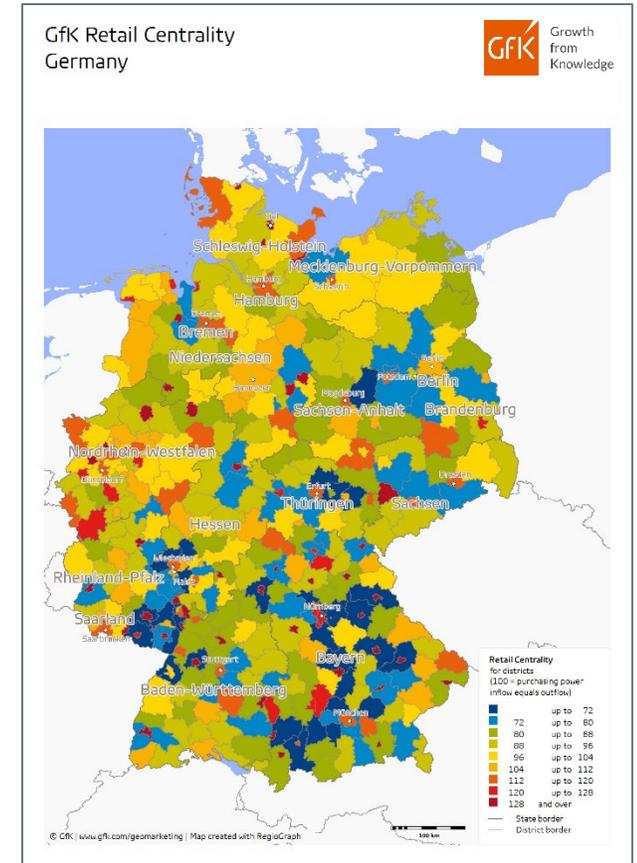
GfK Retail Centrality



An attractive city from a retail point of view is one that commands a purchasing power level higher than what is available to the local population. A city's retail drawing power can be measured by comparing local demand (GfK Retail Purchasing Power) with retail turnover (GfK Retail Turnover). This yields the Retail Centrality, which is a gauge of the economic attractiveness of a city or region.

There is a direct association between retail centrality ratings for a given location and the in- and outflow of consumers and purchasing power from this location. Retail centrality ratings are thus essential when it comes to strategically planning and evaluating locations.

GfK Retail Centrality thus provides an objective benchmark for identifying the regions, cities and urban neighborhoods with purchasing power levels sufficient to sustain and grow a business.



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GfK Regional Consumer Styles

Germany



GfK Regional Consumer Styles segments the population into nine consumer types based on the traits, values, interests and preferences that impact purchase decisions. As such, the data offers valuable insights that support target group-sensitive marketing.

The typology is informed by consumers' world views, attitudes with respect to shopping behavior and affinity for digitalization and technology. GfK Regional Consumer Styles thus provides a highly detailed and proven means of segmenting target groups and steering your marketing and sales strategies accordingly.

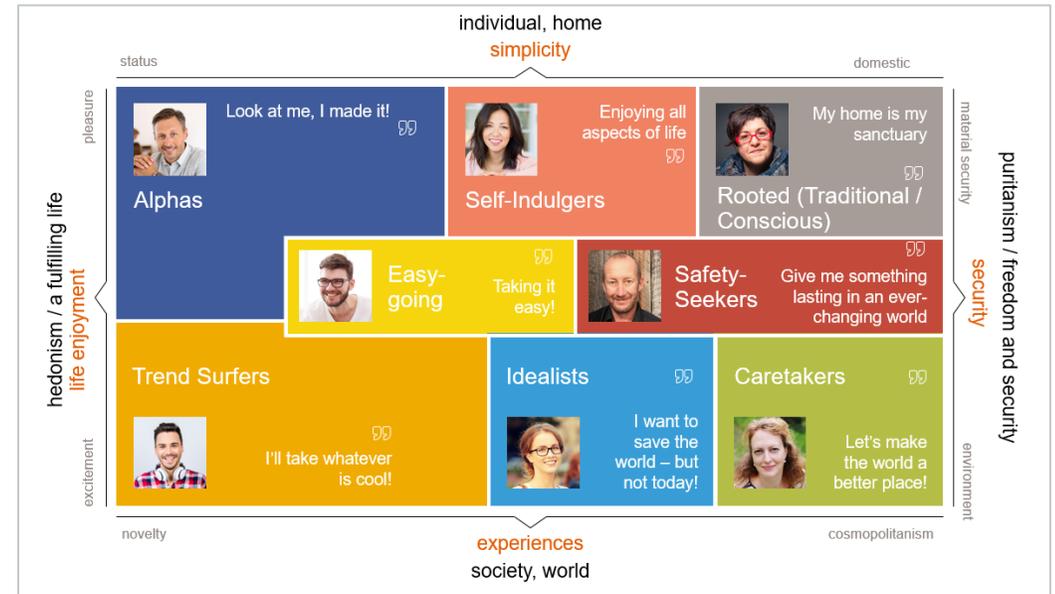
GfK Regional Consumer Styles offers:

- differentiated target group information spanning widely varying consumer preferences
- comprehensive, detailed and regionalized data on potential

We offer GfK Regional Consumer Styles in a consistently high quality for all of Germany, from districts, municipalities and postcodes to street segments.

In addition to the regionalized data on potential, we can also offer **detailed RCS reports** on each consumer style.

Overview of the nine consumer styles



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GfK Businesses

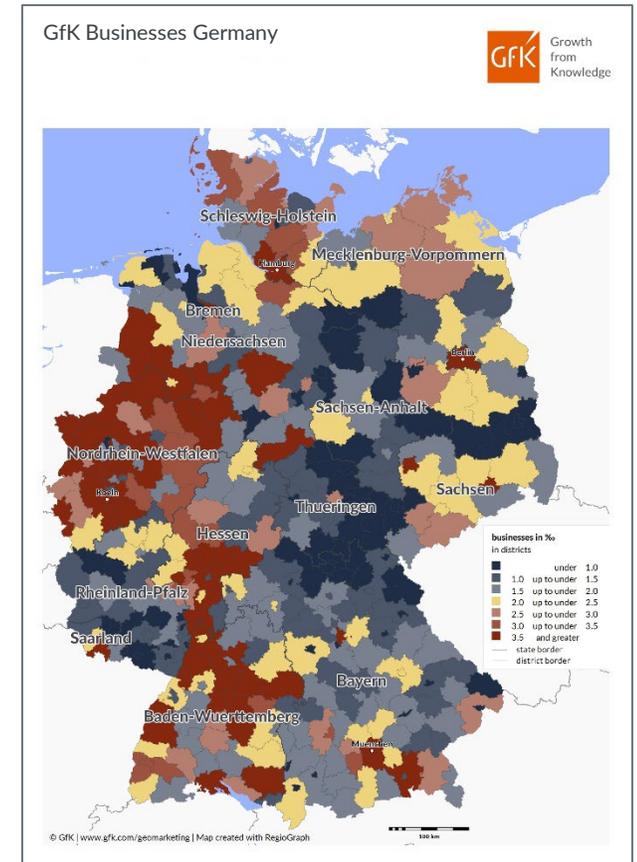
Germany



This dataset reveals the distribution of companies with regard to the absolute number of businesses.

The data is broken down according to business industry, turnover and number of employees. Use these insights to more efficiently manage your B2B operations.

Upon request, GfK Businesses can be obtained for other countries.



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GfK Base Data

Germany

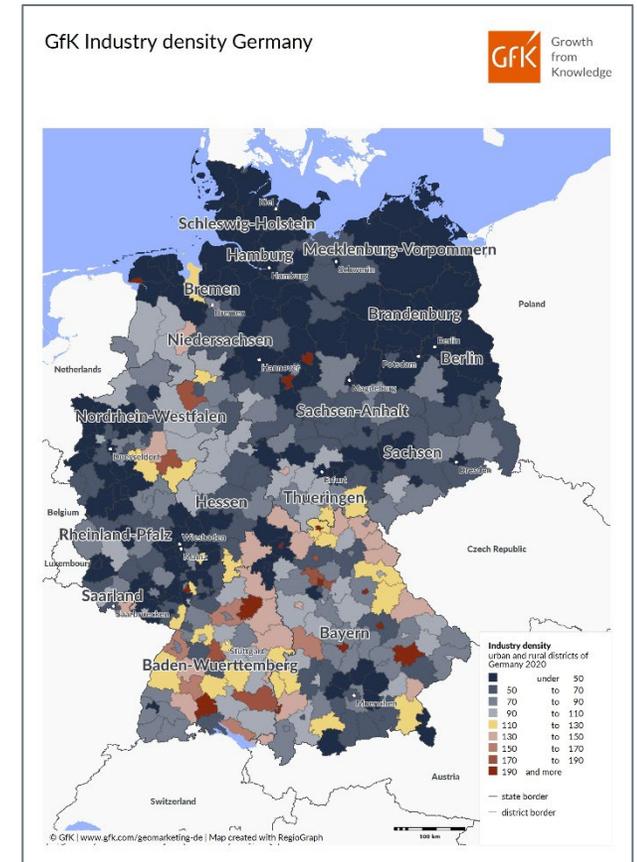


GfK Base Data offers a broad spectrum of regional data on the market characteristics of a given area. The data is available for all of Germany's federal states, counties and urban and rural districts, providing an objective basis for an initial assessment of the potential of a given market region.

GfK Base Data supports a variety of applications, such as planning and evaluating locations as well as managing outside sales forces.

The data offers insights in four thematic areas:

- area, population, GfK Purchasing Power, GfK Retail Turnover
- industry and automobile traffic
- population subdivided by age, gender and municipality size
- construction



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Our digital maps

Digital maps

Objective basis for geographic analyses



We offer the largest collection of postcode and administrative maps available on the market. These maps are digitized according to the highest quality standards by our own in-house cartographers and are available in all standard formats, including *.shp (ESRI), *.tab (MapInfo), Oracle Spatial and *.lay (RegioGraph).

Benefit from worldwide coverage delivered in our trademark GfK quality:

- **up-to-date, accurate & precise**
Regular updates ensure the ongoing accuracy of our maps – e.g., our Europe Edition is updated every year.
- **detailed**
Our maps are available down to the most detailed postcode and administrative levels, such as 5-digit postcodes and municipalities.
- **infinitely zoomable**
All maps are vector-based, with razor-sharp rendering at every zoom level.
- **comprehensive, street-level coverage**
Street-level maps offer comprehensive coverage, without gaps or overlaps.



objective & reliable basis of planning



seamless coverage without gaps or overlaps



support for numerous applications & BI systems

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CRESTA zones

Turn risk information into usable insights

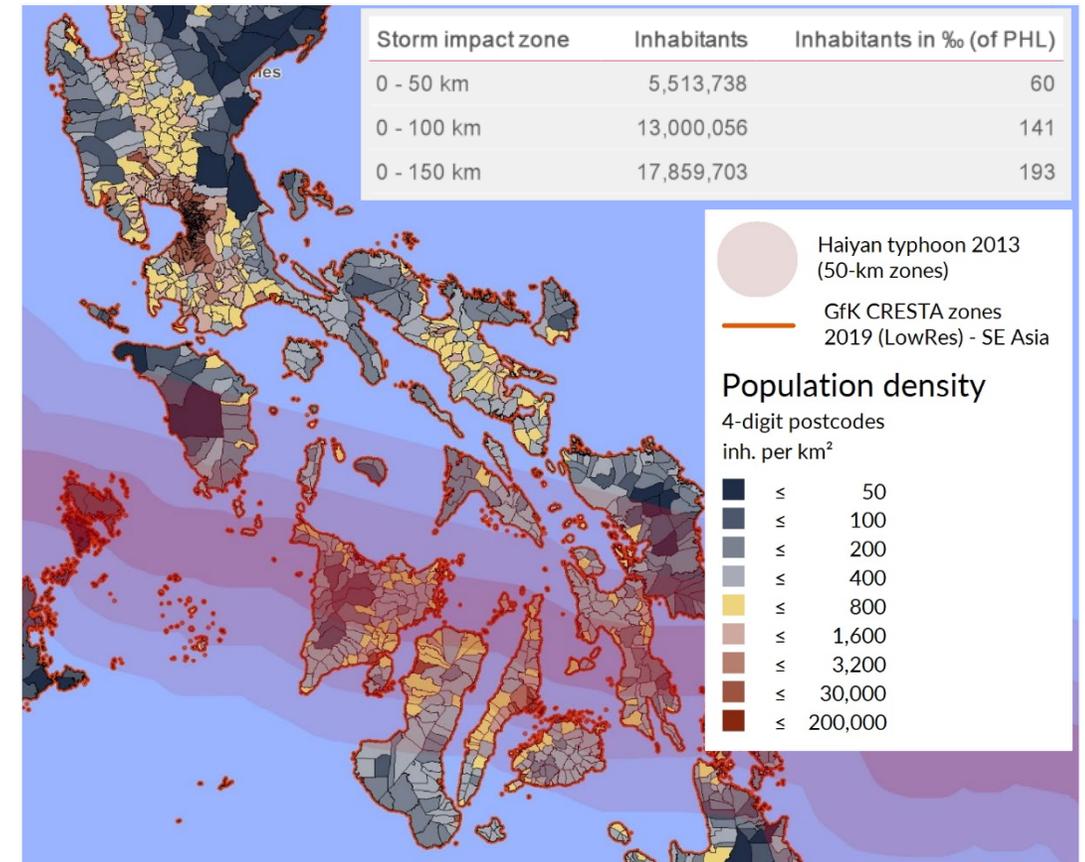


CRESTA zones give insurers, reinsurers, modelers, regulators and other insurance industry professionals a universal global standard for analyzing, aggregating and exchanging risk-related insights. Link your information to a worldwide boundary structure to pinpoint trends and then share results with unmatched accuracy and speed.

Created in collaboration with PERILS CRESTA AG, our CRESTA zones offer coverage of 137 countries and reflect the many postcode and administrative boundary changes that have occurred since the last update.

How you benefit from our CRESTA zones:

- Analyze and manage risk in 137 countries
- Share insights using a universal standard
- Plan with greater precision along coastlines
- Protect data privacy using aggregation options.



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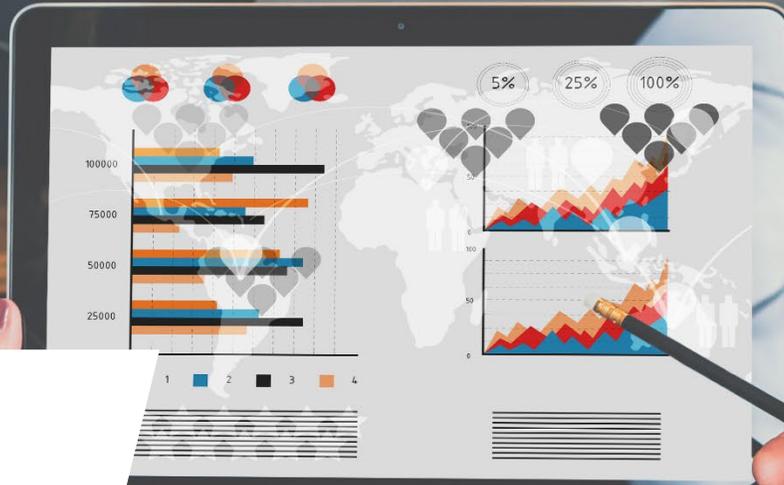
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Our services



Geo+BranchNetworks

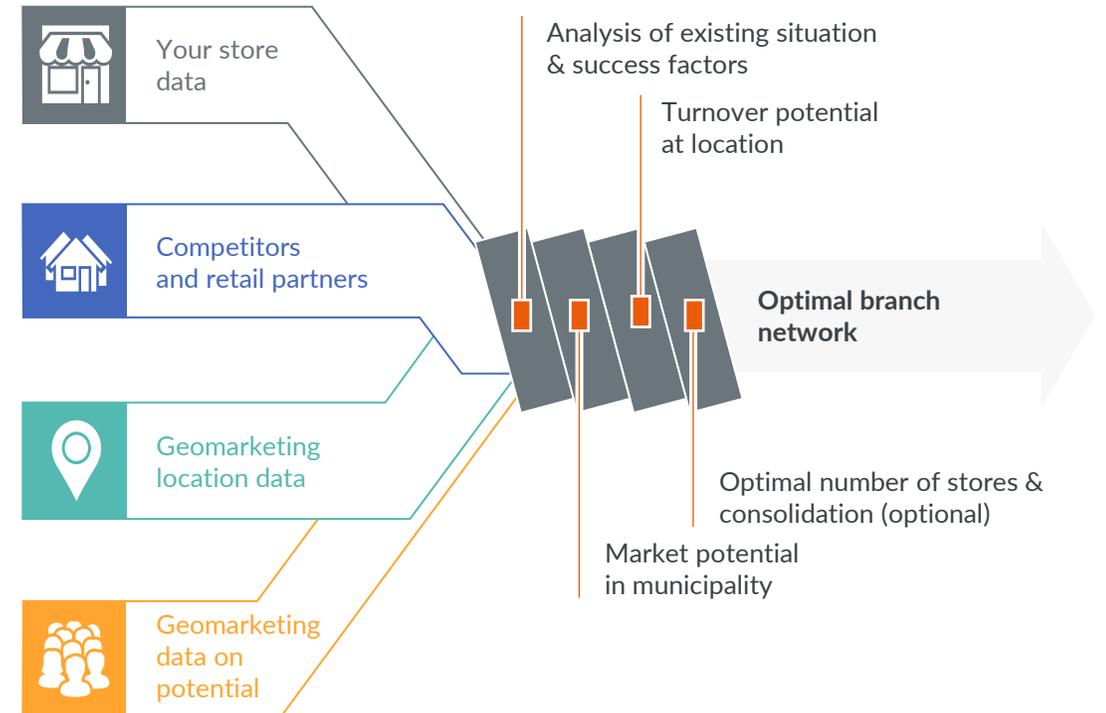
Pinpoint locations with high turnover potential – anywhere



Geo+BranchNetworks helps you understand which factors are relevant to the success of your locations. On the basis of these insights, you can decide where to open new locations or close existing ones.

The analyses delivered as part of Geo+BranchNetworks offer a valuable portrait of the demand in your catchment areas, competitor influences, agglomeration effects and the available turnover potential. We can determine your optimal number of locations as well as the ideal location type for each of your target regions.

Our methodology for evaluating locations brings together both standardized and client-tailored elements to deliver rapid and comprehensive results. This gives you an objective and reliable basis for identifying the best locations and securing your investments.



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Geo+DistributionPartners

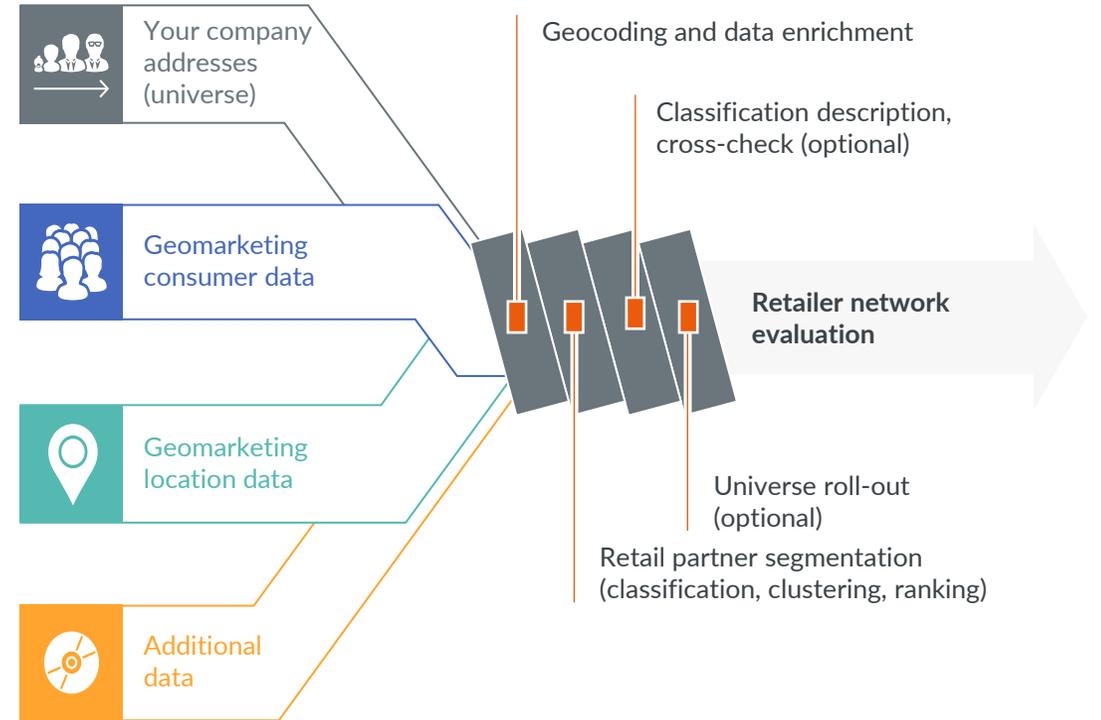
Choose your local distribution partners with confidence



Geo+DistributionPartners provides a clear picture of the performance of your retail partners. Through our classification of your distribution partners in a location typology, you have an objective basis for evaluating your retail partners, identifying suitable new locations and pinpointing unprofitable sites as candidates for closure.

We classify your sales partners based on location criteria as well as regional turnover and demand potential. This allows you to carry out an objective comparison of your partners and their retail environment and then identify ideal partners. You can also focus your retailer management and acquisition strategies based on an understanding of which partners offer the most potential.

Our service thus gives you a clear and objective means of managing and building your distribution partner network through insights on where potential is highest.



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Geo+SalesValues

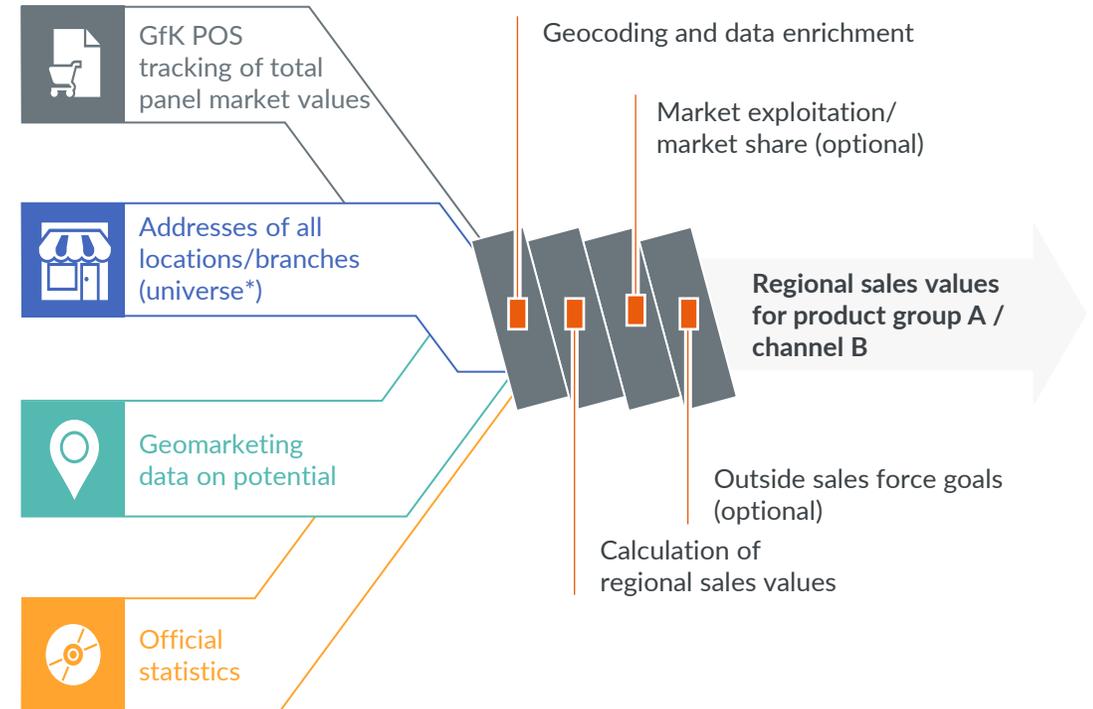
Know your regional potential by channel & product



Geo+SalesValues reveals how you are performing with respect to the available regional potential. This allows you to carry out an objective evaluation of your retail partners or outside sales force and maximize your market exploitation.

We combine GfK POS Tracking data with our Geomarketing data to calculate regional turnover potential for your product and sales channels. This makes it possible to determine your regional market share and objectively compare your retailer and sales performance. You can then focus on regions with high turnover potential and set realistic growth targets with the aim of tapping more potential.

Geo+SalesValues thus delivers objective and reliable insights that help your products or services be successful, even in complex and competitive markets.



*all retailers in a given country for the sales channel in question

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Geo+SalesTerritories

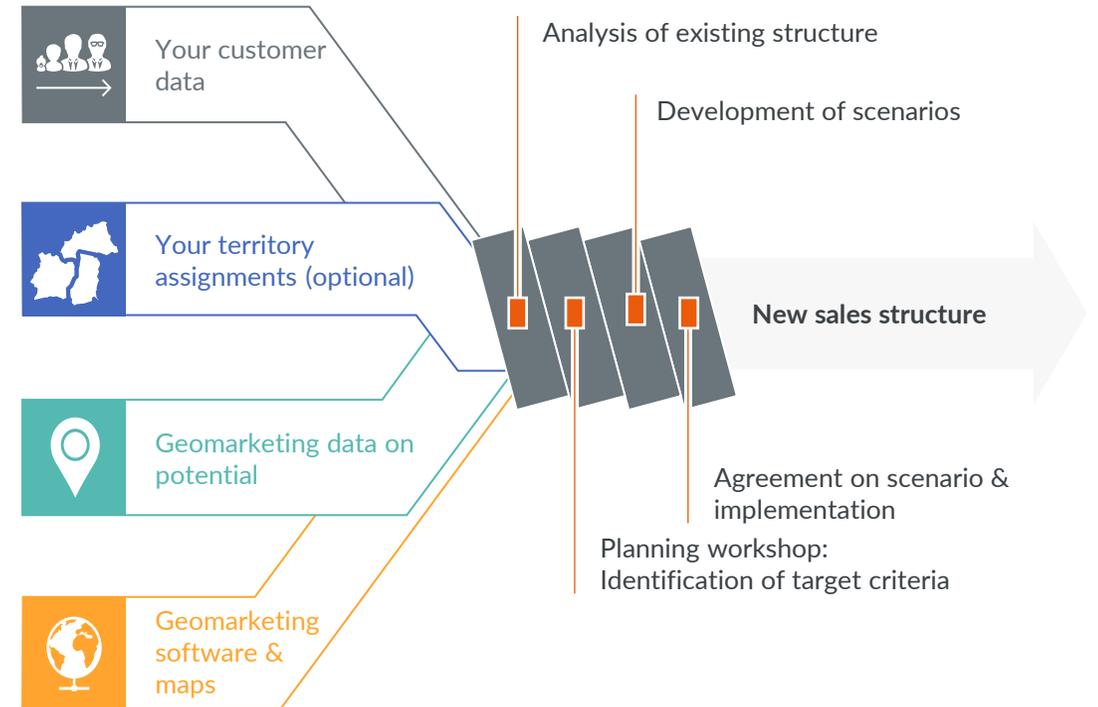
Create a better sales structure



Geo+SalesTerritories optimizes your territory structure based on current market and company conditions. This allows you to align your sales with the available regional potential and deploy your resources more efficiently.

Our experts begin by identifying the strengths and weaknesses of your existing territory structure. This makes it possible to distribute workload more effectively, precisely measure your regional market share and locate regions with untapped potential. Finally, we use your designated criteria to come up with scenarios for a new territory structure that exploits more potential. We also deliver reports for each of your sales territories.

Our transparent methodology, many years of experience and objective argumentation help win internal support for any needed changes and lay the groundwork for selecting the optimal new territory structure. This simplifies the implementation process as well as future adjustments and positions your business for today's and tomorrow's challenges.



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Geo+TargetGroups

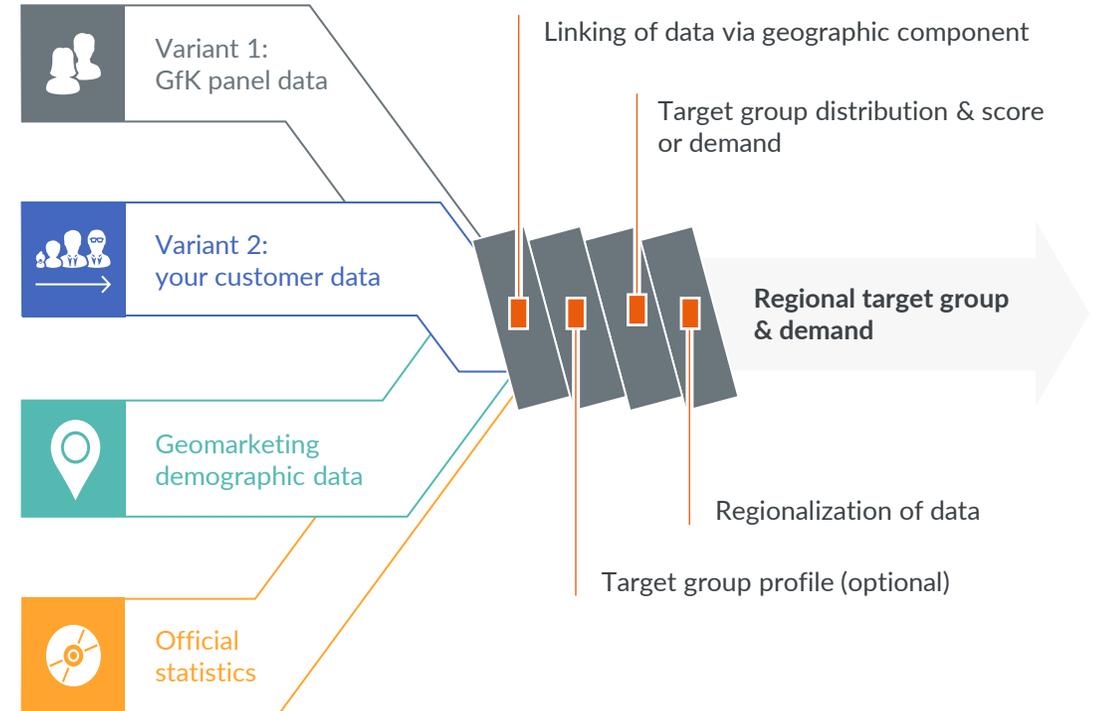
Pinpoint your local target groups and product demand



Geo+TargetGroups identifies who comprises your target group and where to reach them. Use these insights to determine how to invest your limited marketing and sales budgets for maximum impact.

We create a detailed target group profile by using your customer data, GfK consumer panel data and additional sources and then combining this with our regionalized data on demographic traits, residential surroundings and consumer lifestyles. This reveals the locations and distribution of your target group as well as your product demand by region.

These insights allow you to plan regionally optimized marketing campaigns and align your category management and POS promotions with the locally available demand potential. This gives you an objective benchmark for gauging the effect of your marketing campaigns, making adjustments on the basis of this understanding and thereby maximizing your return on investment.



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Questions?

Contact us at any time.



YOUR GEOMARKETING TEAM

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