

GfK Geomarketing

Achieving market optimization through spatial analysis



Geomarketing is a crucial component for success in businesses of all sizes and types. It allows companies to optimize their markets, minimize risk and realize untapped potential.

Components:

1. Geomarketing software: Analyzing and visualizing customers, turnover and sales territories
2. Geomarketing maps and market data: Realizing potential by building on a solid foundation
3. Geomarketing consultancy: Profiting from the professionals' know-how

Applications

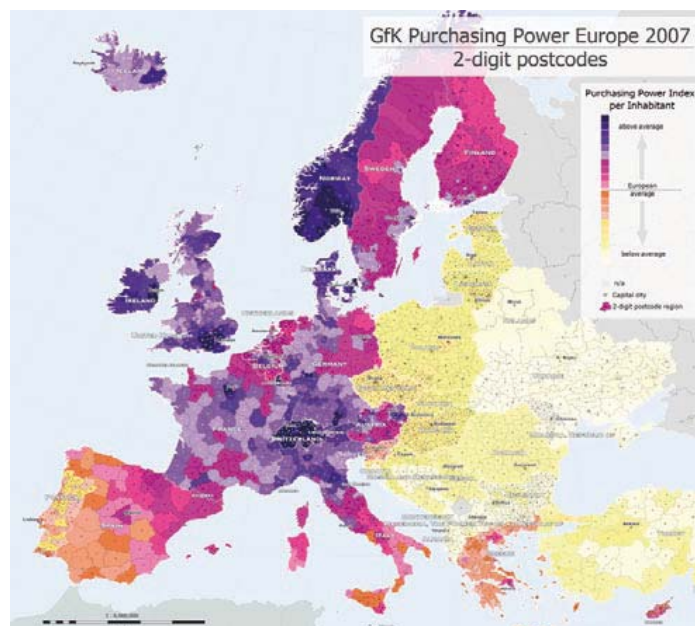
1. Marketing: Analyzing customers and target groups
2. Controlling and sales territory planning: Target lucrative sales regions
3. Branch network optimization, location and expansion planning: Laying the groundwork for success and growth

About GfK GeoMarketing

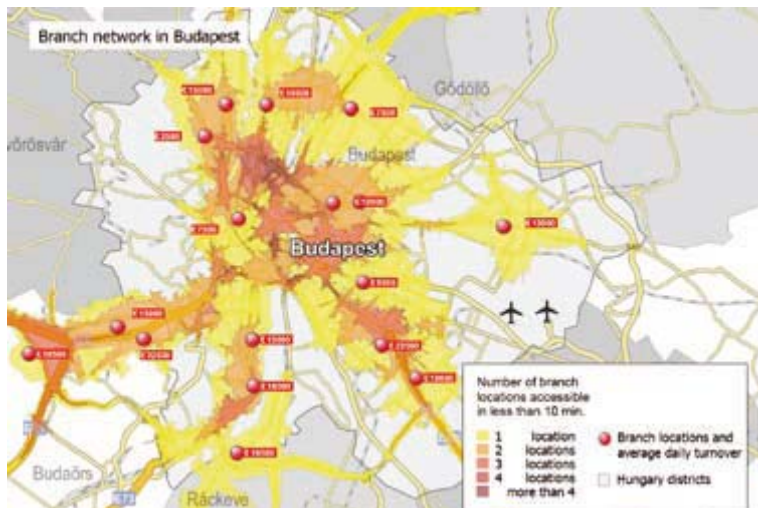
Geomarketing is the cornerstone of successful businesses in this age of digitalization and quickly changing markets. Geomarketing involves the geographic analysis and visualization of your company data in order to spot trends and relationships that would otherwise go unnoticed.

Geomarketing thus comprises the ideal basis for sound location and sales territory planning.

Using digital maps to display your market, customer and company data allows for more effective and efficient decision-making.



All businesses need to know where their best customers are located, how much disposable income their target groups possess and how far any given customer must travel to the nearest sales or service point. Successful market optimization depends upon utilizing all resources to their full advantage – particularly with regard to sales. Geomarketing provides a comprehensive and insightful overview of the relevant factors of a company's structure and business operations.



Put simply, geomarketing brings clarity to the many *where* questions with which businesses are confronted – e.g., *where* are my customers located?, *where* is my turnover the highest?, *where* are my target groups?, *where* are the strengths and weaknesses of my markets?, and so on. Company data can be geographically analyzed because this information usually contains a location-specific component. These analyses allow companies to zero in on their regional markets with increased precision and accuracy.



Geomarketing is a multifaceted approach that allows for both a comprehensive overview of market and company data as well as detailed microgeographic analyses. This flexibility is vital when attempting to maximize your potential and pinpoint your target groups in highly competitive markets, where both local and more wide-ranging factors must be taken into account.

Areas of application

Geomarketing allows sales, marketing and controlling divisions to extract valuable information and insights from company, customer and market data. Companies from across all branches of trade use geomarketing software to determine market strengths and weaknesses, evaluate and compare regional turnover figures, optimize branch and/or sales networks, plan marketing campaigns and develop expansion strategies. The geographic visualization and analysis of data create new opportunities for growth and market optimization. Furthermore, the resulting insights serve as an objective basis for inter- and intracompany exchanges as well as a transparent foundation for making important business decisions.