

# Pressemitteilung

March 24, 2025

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## RegioGraph 2025 now available

### NIQ-GfK releases update of geomarketing software

**Bruchsal, Germany, March 24, 2025 –** The latest version of the geomarketing software RegioGraph is now available. RegioGraph 2025 includes updated maps and purchasing power data as of 2025, as well as numerous new features. Users will now be able to import data more quickly and easily, automatically create count columns, and see the benefits of the various analysis functions at a glance thanks to tooltips.

RegioGraph enables users to visualize their customers, target groups, and potential on up-to-date digital maps and analyze them with detailed potential data such as the latest GfK Purchasing Power, which is already included. In doing so, decision-makers in expansion, sales, marketing, and controlling can easily identify new market opportunities and identify their company's weaknesses in market development. Companies from all industries thus receive an easy-to-use yet powerful software solution for all their location-based decisions, such as market and target group analyses, sales territory planning and optimization, and expansion planning.

### **Markus Frank, Commercial Director in NIQ-GfK's Geomarketing department, comments:**

"For 34 years now, RegioGraph has been supporting our customers with a wide range of analysis tools for optimizing sales territories and branch networks, for category management, and for the targeted localization of their own target audience to avoid wasted advertising. And of course, we continue to develop the software with each release and attach great importance to our customers' feedback. Starting with the new version, for example, there are several new features in data import, which is not only easier than before but also works for incomplete address data by locating it close to the centroid on the street network of the respective postcode."

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### **Selected new features in RegioGraph 2025:**

- Simplified data import: Starting with the new version, address data can be imported even without a complete address and does not have to be corrected individually beforehand. RegioGraph aligns incomplete addresses in the center of the street network within the postcode area, which is useful for the calculation of distances.
- Automated creation of count columns: RegioGraph allows users to automatically create count columns for any number of attributes of a data column in tables. This saves valuable time, as if-formulas no longer need to be manually entered.
- Optimized analysis overview: Users receive a tooltip for each analysis, including an image, description, and example analysis. This allows them to find the right analysis in no time and provide a direct visual representation of the functions.
- Current maps and data (purchasing power, inhabitants and households) for Germany, Austria and Switzerland as of 2025, or for another European country of choice (the latest available status for each).

### **About RegioGraph**

First launched in 1991 by NIQ-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. NIQ-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 NIQ-GfK's geomarketing software RegioGraph can be found at [regiograph.gfk.com](https://regiograph.gfk.com).

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