

# Complex analyses at the touch of a button

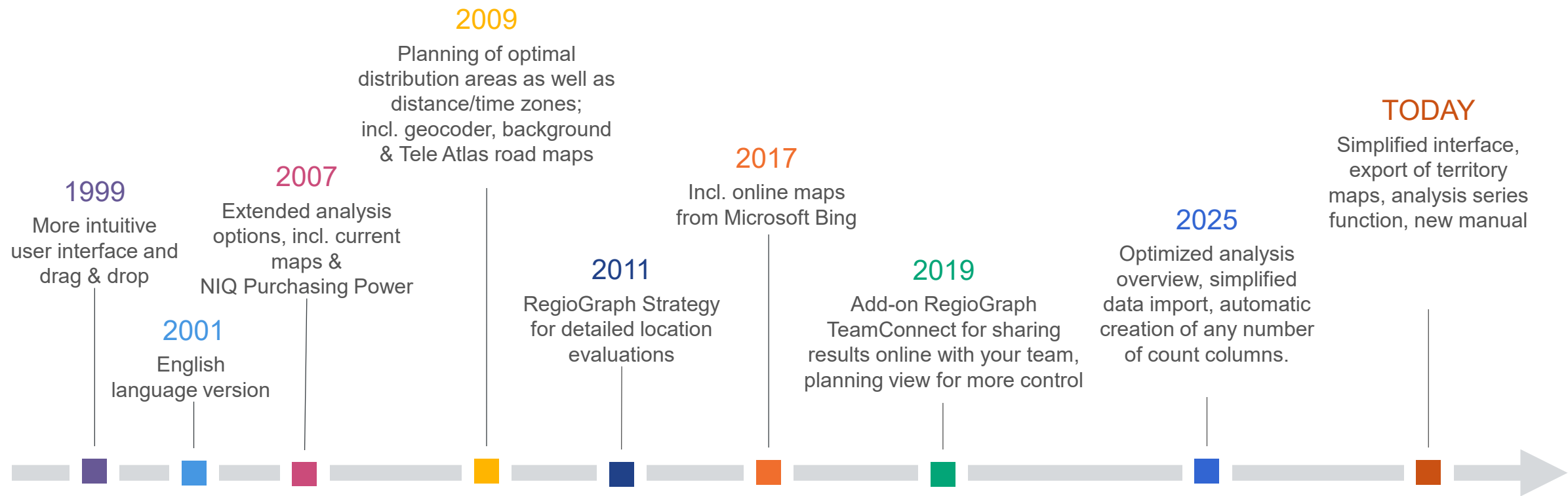
RegioGraph –  
Geomarketing software for geospatial analyses

**NIQ** Geomarketing

powered by  intelligence



# The development journey



We proudly look back on 35 years of RegioGraph – full of features, enhancements and innovations. With around 40,000 users, RegioGraph is considered one of the leading software options in the field of geomarketing. Since then, a wide range of analysis tools have supported decision-makers from all industries in the spatial processing of their questions in marketing, sales, controlling and expansion.

# RegioGraph

## Professional software for wide-ranging analyses

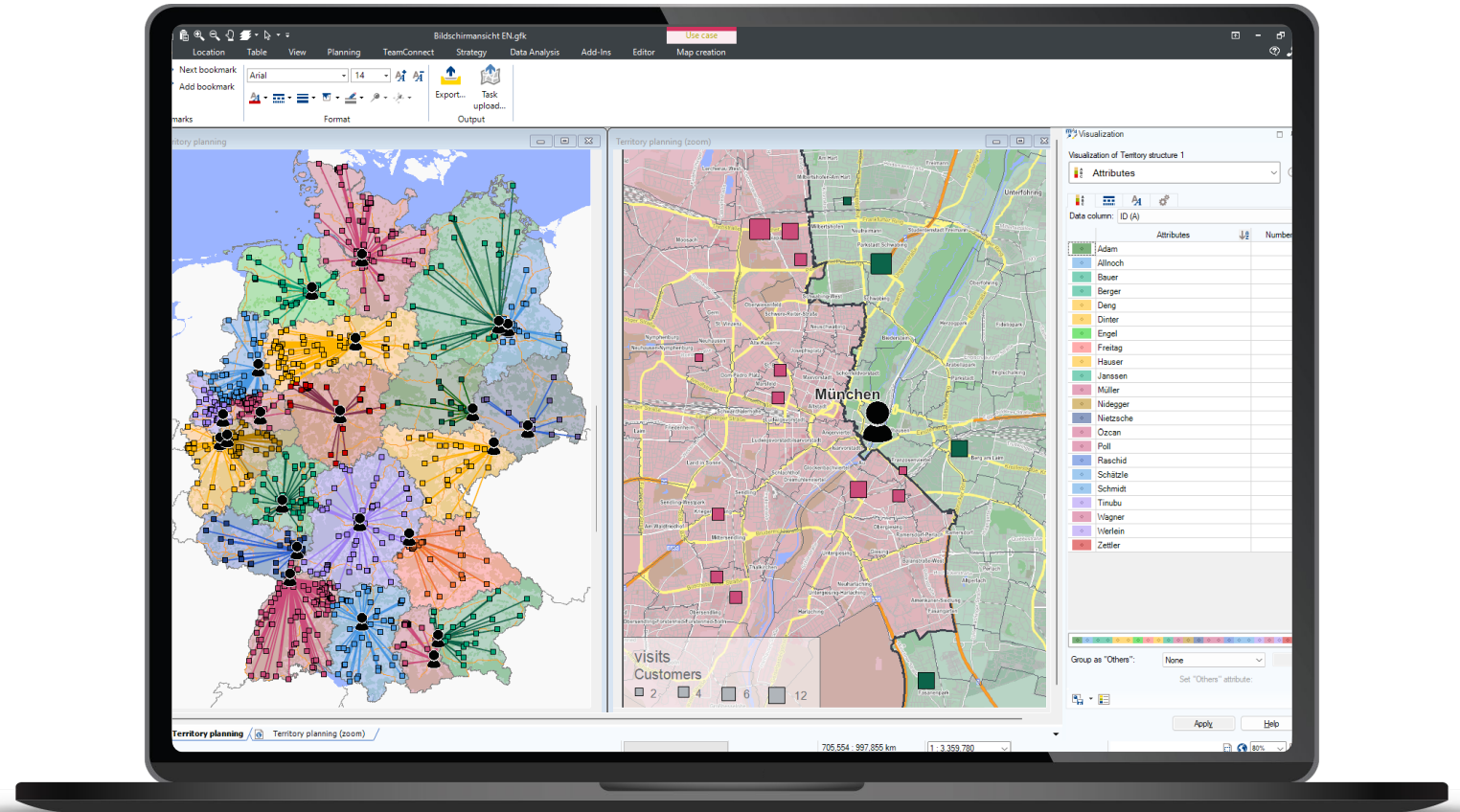
Our award-winning geomarketing software gives you powerful tools for optimizing sales territories, evaluating locations and analyzing markets directly on digital maps. A user-friendly interface allows you to import your company data at the click of a button and then compare it to the included NIQ Purchasing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

- easy installation and quick 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

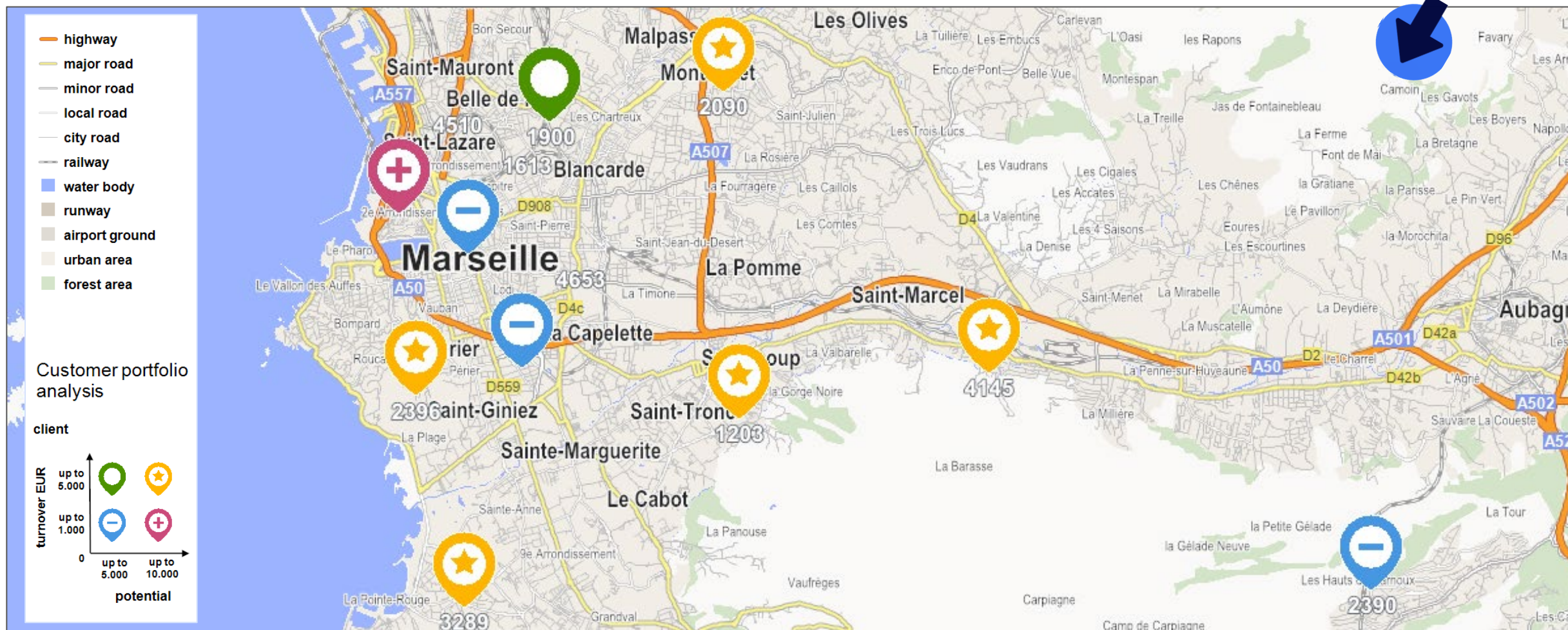
[www.nielseniq.com/geomarketing](http://www.nielseniq.com/geomarketing) | Screenshot created with RegioGraph



# RegioGraph applications

## Import your company data for new insights

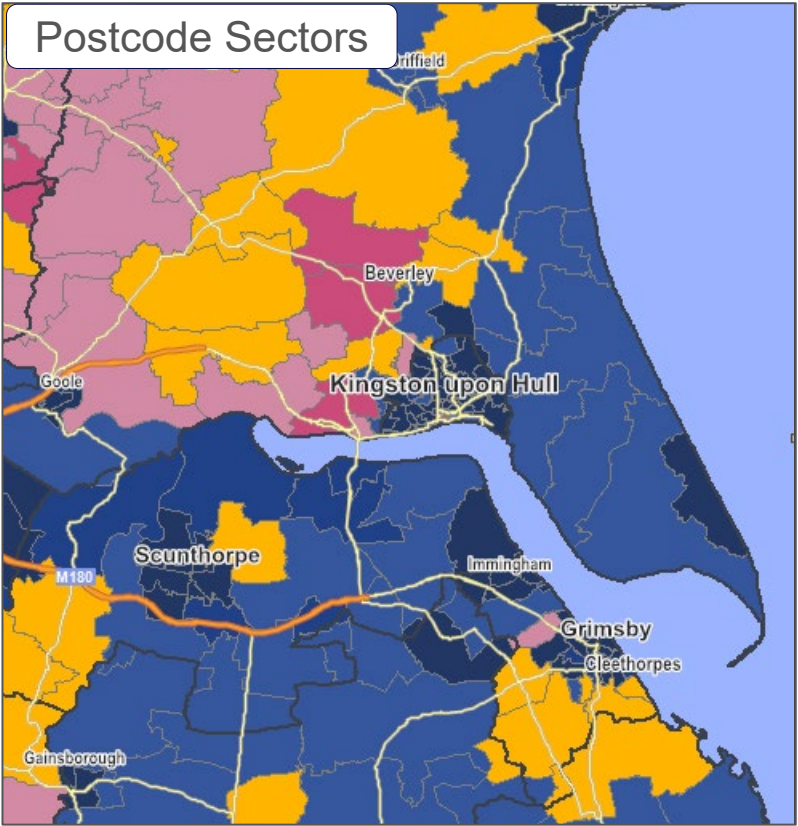
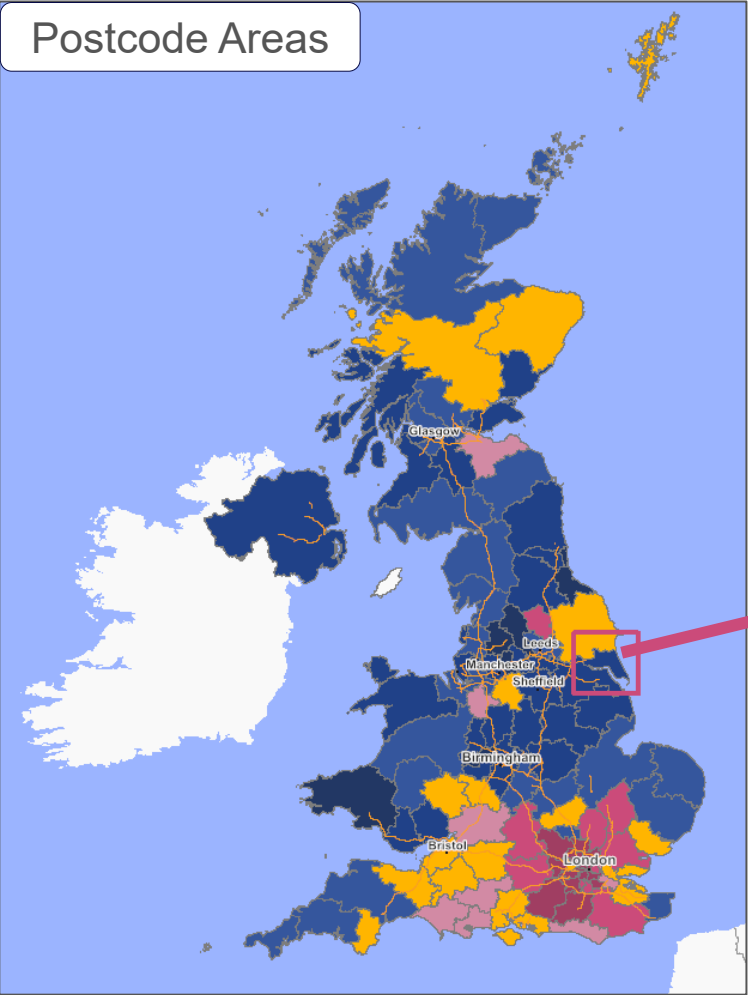
Display your data by dragging & dropping it onto the map. This quickly reveals your customer and site distribution, turnover performance, sales assignments & product lines.



www.nielseniq.com/geomarketing | Map created with RegioGraph

# Pinpoint new market potential

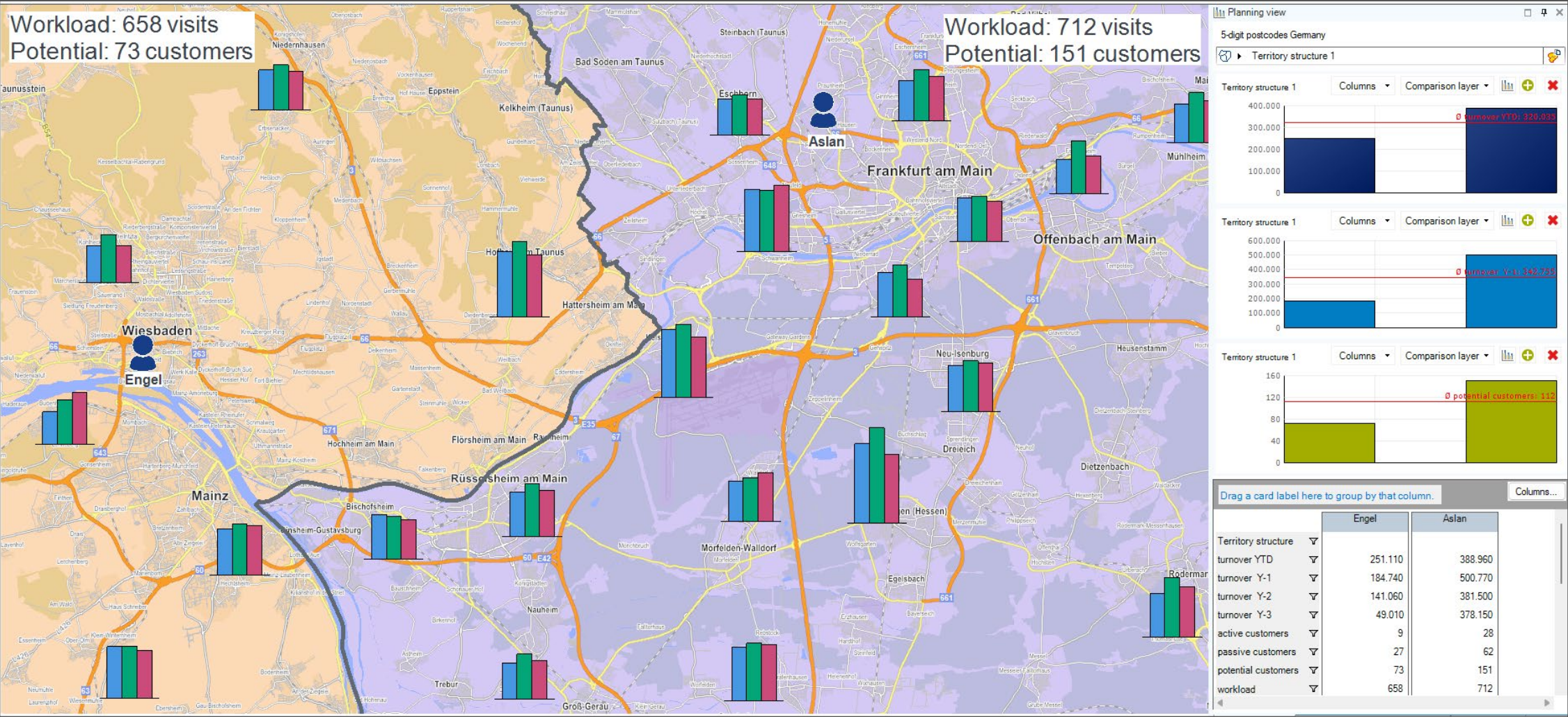
RegioGraph includes detailed, up-to-date data on inhabitants, households and purchasing power. Use these insights to identify new sales opportunities.



[www.nielseniq.com/geomarketing](http://www.nielseniq.com/geomarketing) | Map created with RegioGraph

# Identify your strong and weak regions

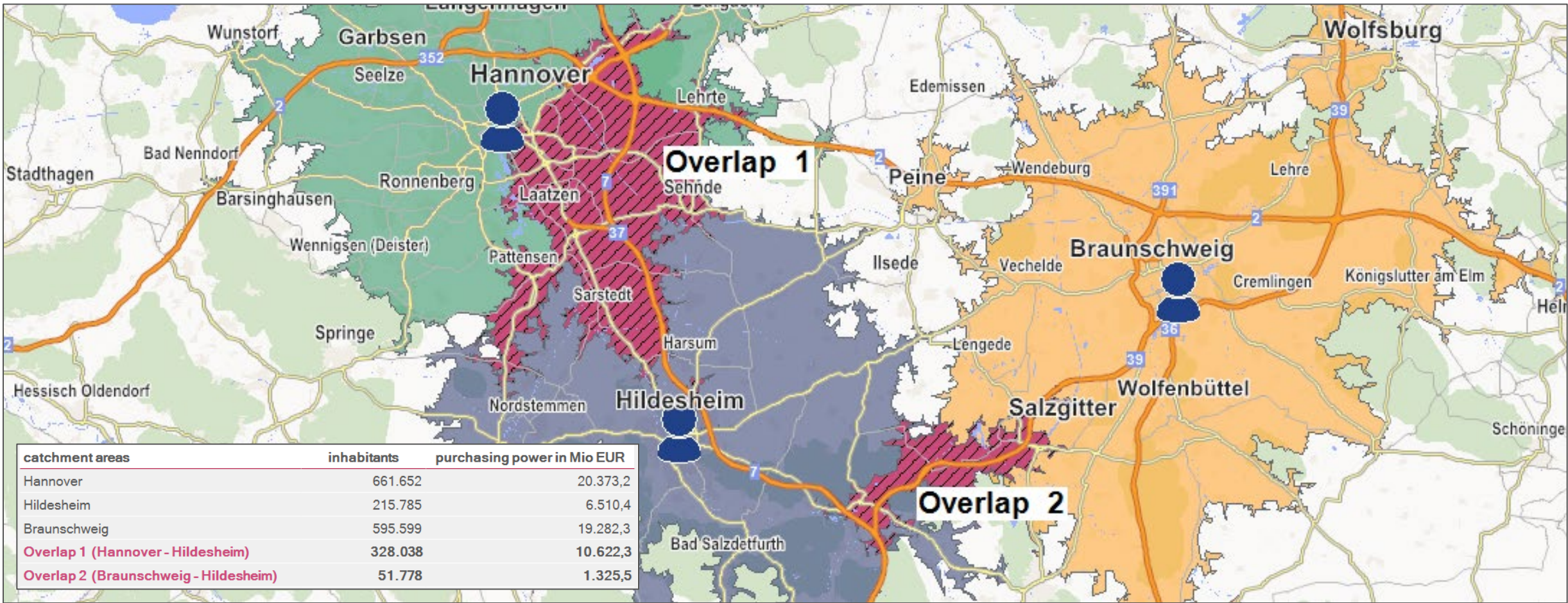
Compare your sales territories based on criteria, such as turnover, customers and workload. This quickly reveals regional differences and provides the basis for optimizations.



[www.nielseniq.com/geomarketing](http://www.nielseniq.com/geomarketing) | Map created with RegioGraph

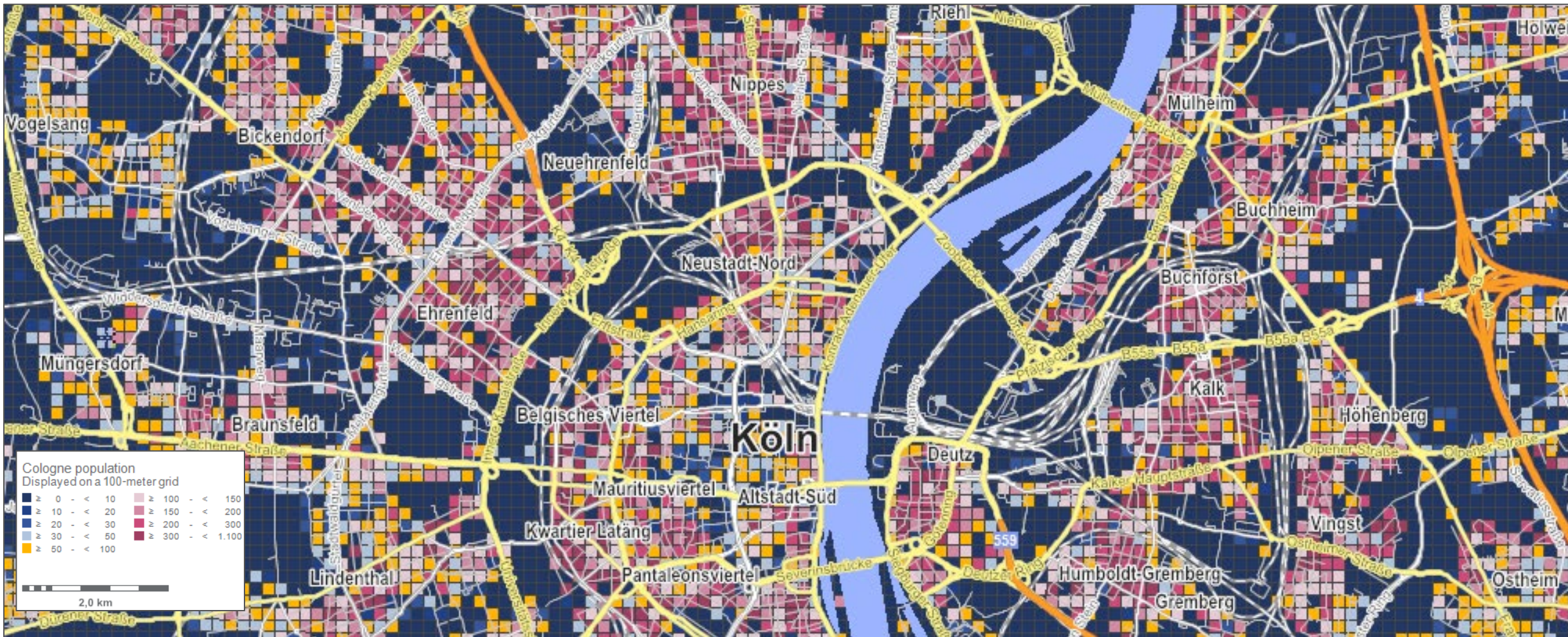
# Analyze your branch network

Optimize your catchment areas according to driving distance, driving time or competitor factors.  
This brings clarity and efficiency to your operations.



# Locate your target groups at detailed regional levels

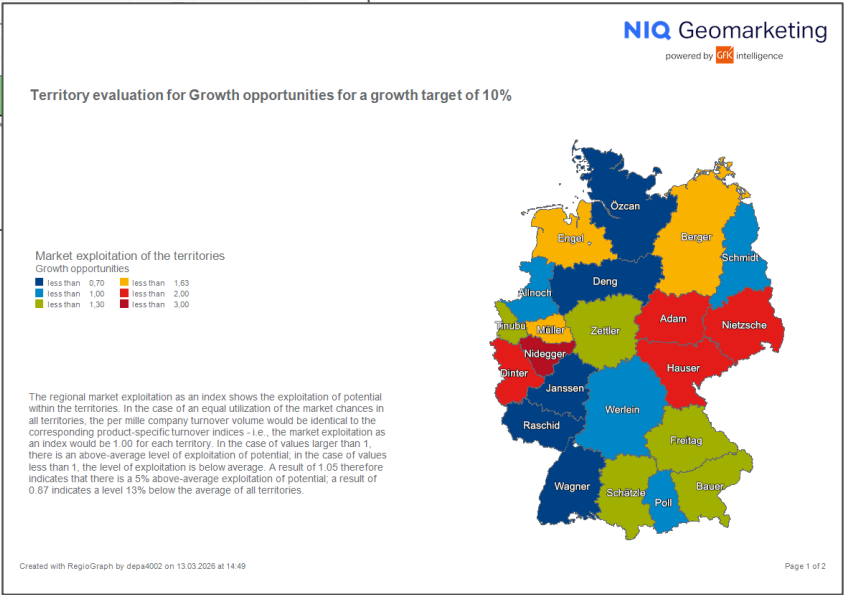
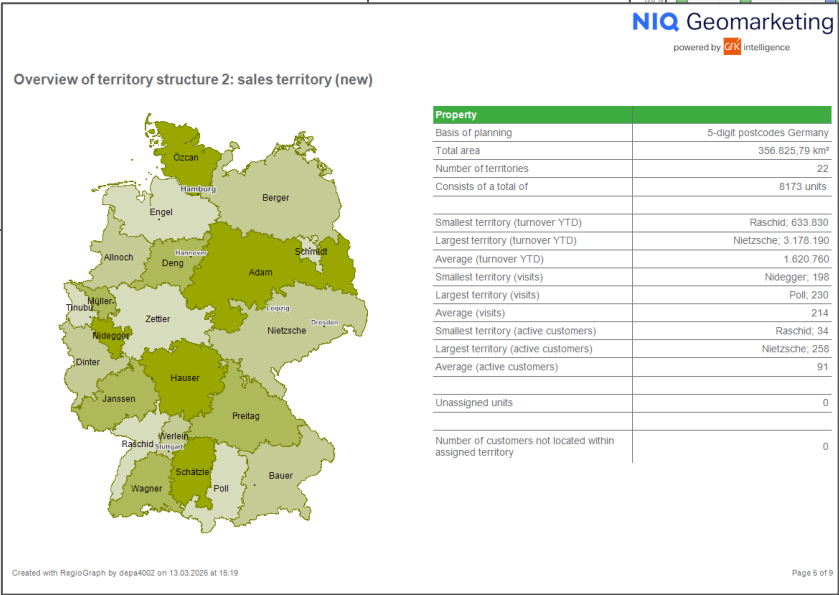
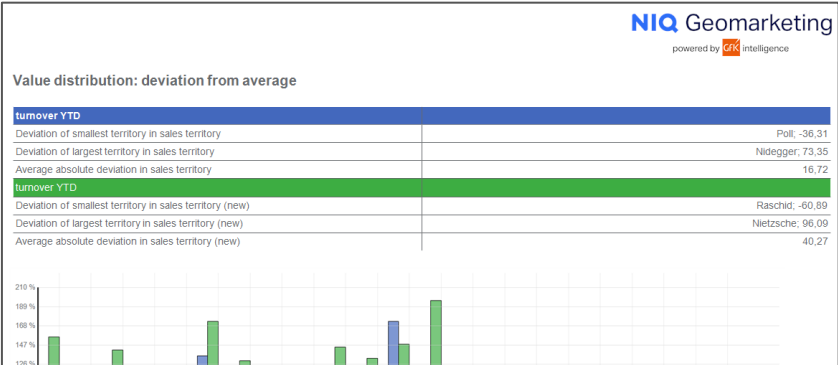
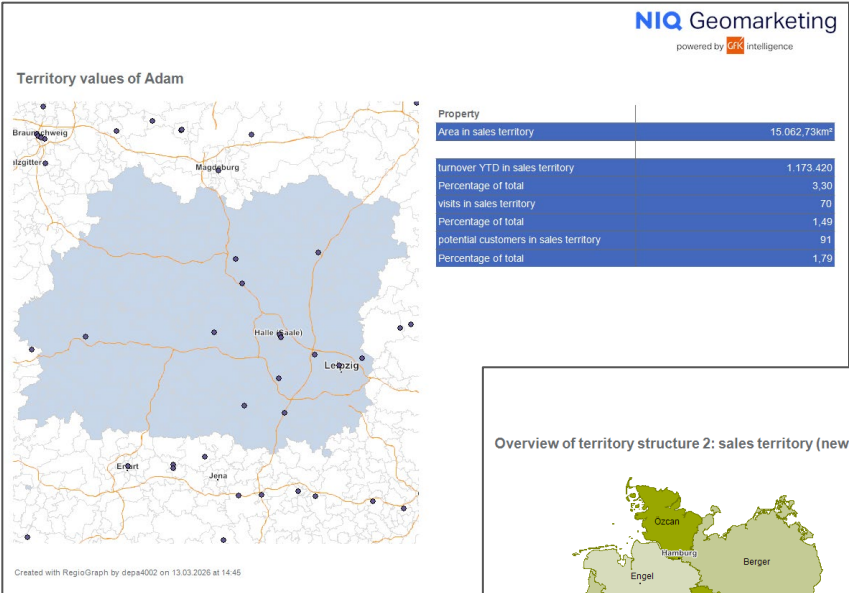
Integrate street segment-level NIQ data on end consumers or D&B address data on business potential to pinpoint your target groups.



[www.nielseniq.com/geomarketing](http://www.nielseniq.com/geomarketing) | Map created with RegioGraph

# Communicate results with illuminating reports

Create multi-page PDFs that show detailed analyses of locations or territories.

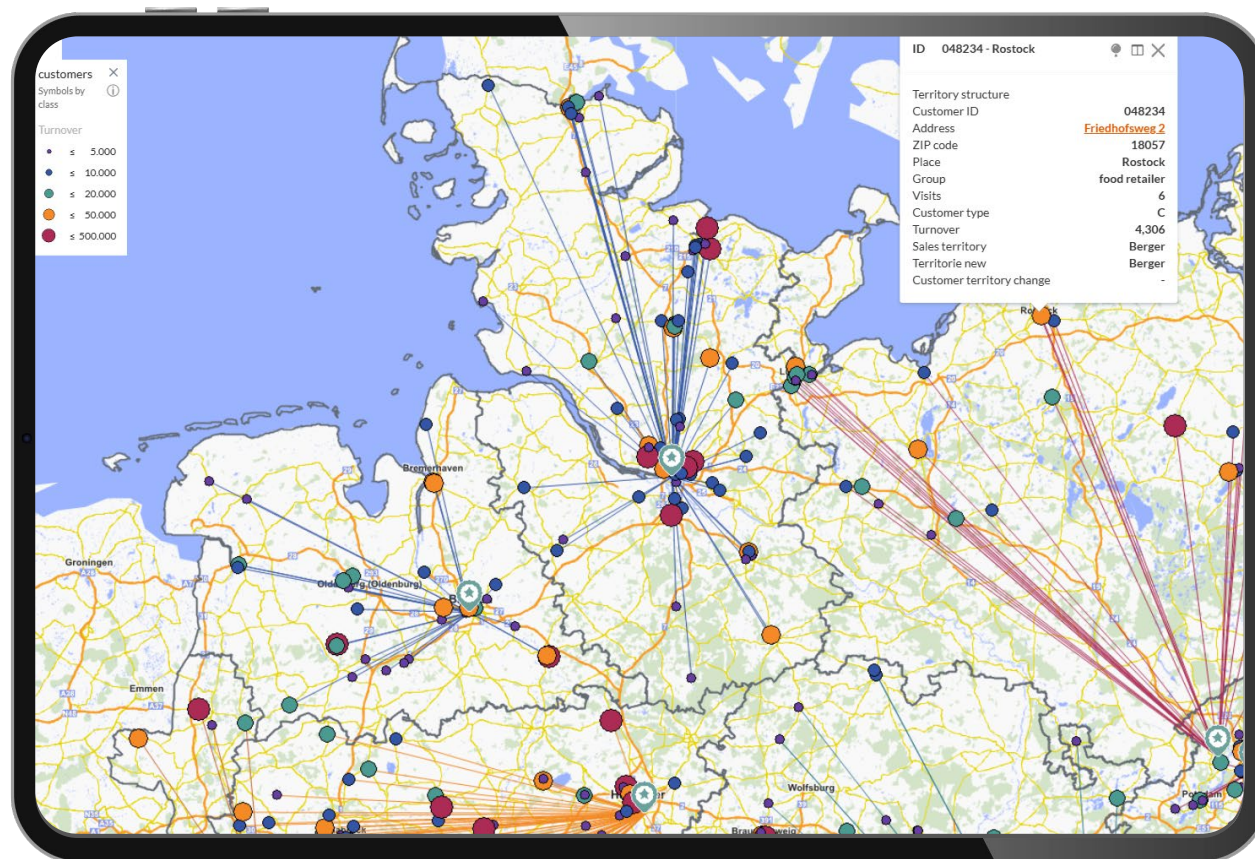


# Share results as an interactive map with the RegioGraph TeamConnect add-on

Want your colleagues to have access to your current project from wherever they are?

Use the RegioGraph TeamConnect add-on to share market analyses and quarterly evaluations with your colleagues as an interactive map. You determine who has access and what should be visible. You can perform subsequent updates with just a few clicks.

Your team won't need its own software and can use a wide range of query tools directly in the browser. You can communicate via comments with location reference. This way, you can be sure that everyone is on the same page.



# Highlights of the new version: RegioGraph 2026

*More efficiency  
throughout the  
entire workflow:*

thanks to the new interface, the direct integration of your analysis results into your systems, and the revised manual.

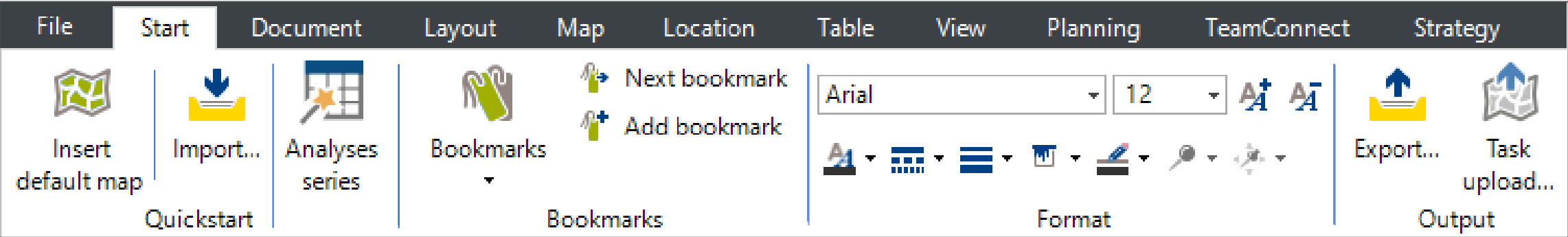
The **new interface** combines maximum functionality with clear user guidance. Thanks to streamlined, logically arranged, and larger controls, you can work faster, more intuitively, and with fewer errors – without sacrificing familiar features.

**Export territory maps** directly into **your CRM and BI systems** and seamlessly link spatial analysis results with corporate data – for deeper insights, more efficient processes, and better-informed decisions.

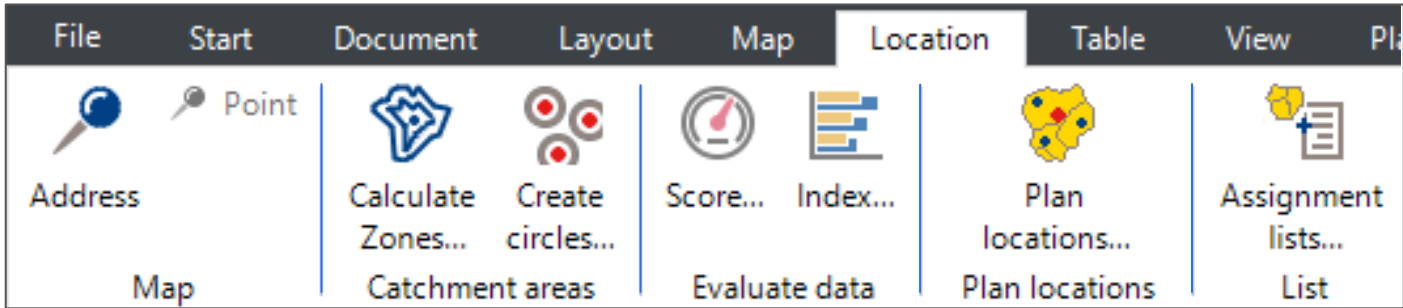
The new **manual**: Access information faster and more clearly. Thanks to a clear structure, concise wording, and targeted highlights, you can find the content you need at a glance – for **greater application confidence and more efficient onboarding**.

# Simplified interface: significantly improved efficiency

A workflow-oriented design, reduced click paths, and the new *location* tab ensure seamless navigation and higher productivity. Optimization for RegioGraph TeamConnect also enables more efficient collaboration.



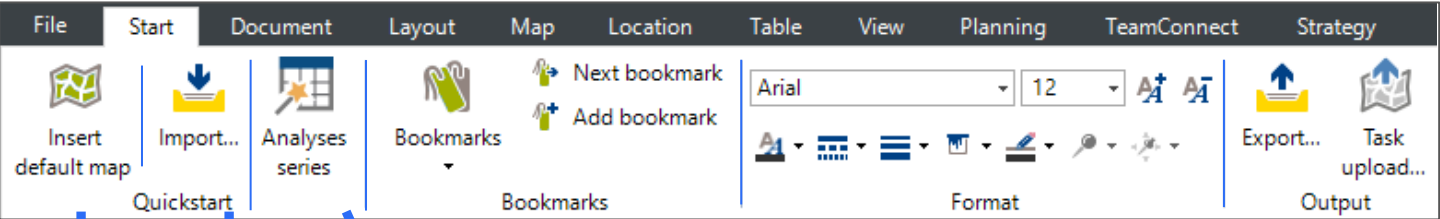
Workflow →



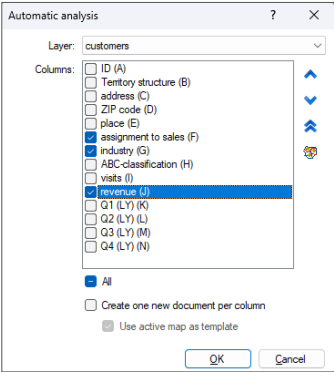
Your benefit: reduced complexity, clearer overview, and tangible time savings every time you use it.

# The new *analysis* button: simple, fast, and efficient

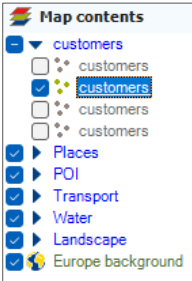
Just select the columns you need – the analysis runs automatically. Manual steps are removed, delivering faster, more consistent results with full team transparency.



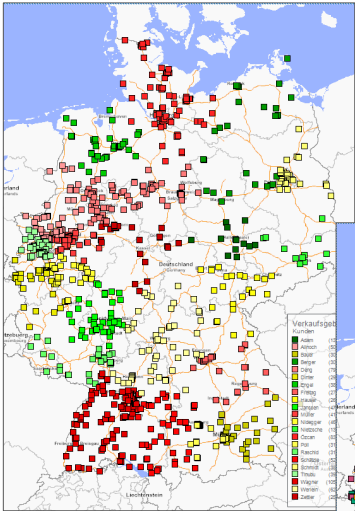
You only need to select the columns.



The analyses are carried out directly within RegioGraph.

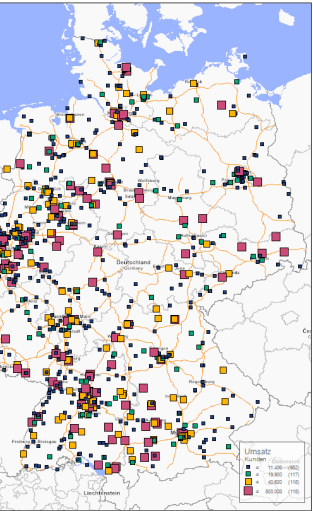
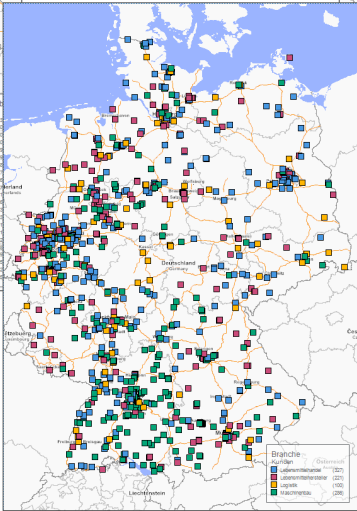


Your benefit: reduced effort, tangible time savings, and a clearly simplified analysis workflow.



Customer by industry

Customer by sales territory



Customer by revenue

# Key new features

## Version 2026

- **Simplified Interface: noticeably greater efficiency**  
The new interface combines maximum functionality with clear user guidance. Thanks to streamlined, logically arranged, and larger controls, you can work faster, more intuitively, and with fewer errors. Optimization for RegioGraph TeamConnect also supports more efficient collaboration.
- **Export of territory maps for CRM and BI systems:**  
From now on, you can export territory maps created in RegioGraph and integrate them into your company's CRM or BI systems.
- **Analysis series function: simple, fast, and efficient**  
Simply select the desired columns – the analysis runs automatically. Manual steps are eliminated, and results are created faster, more consistently, and transparently across the team.
- **The new manual: clearer, faster, and easier to understand**  
Benefit from a clear, compact structure with less text and easy-to-understand examples. This increases confidence in daily use and enables faster, more efficient onboarding of new team members.

## Version 2025

- **Optimized overview of analysis**  
A tooltip, sample image, and descriptive text with a sample analysis are provided for each analysis.
- **Simplified data import**  
The import dialog has been simplified, and importing address data without a complete address is now possible. Incomplete addresses are centered in the postal code area.
- **Automatic creation of any number of count columns**  
Automatic creation of count columns for attributes in the table and for links in RegioGraph saves time, as formulas no longer need to be entered.
- **Optimized upload process in RegioGraph TeamConnect**
- **Export of document folders**

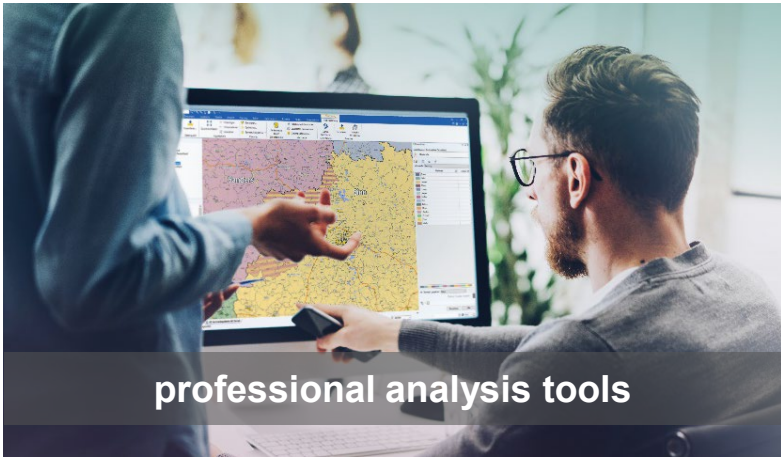
# Select the software version that's right for you

Learn more about the applications of the software versions in a short video: [www.regiograph.de/comparison](http://www.regiograph.de/comparison).

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>RegioGraph Analysis</b><br>offers the fundamental tools necessary for analyzing your customers, turnover and potential.                                                                                                                                                                                                                                                                                                              | <b>RegioGraph Planning</b><br>includes intelligent tools for sales territory planning and optimization as well as street-level customer analyses.                                                                                                                                                                                                                                                                                           | <b>RegioGraph Strategy</b><br>provides powerful tools for detailed location evaluations based on potential and competitor influences.                                                                                                                                                                                                                                                                      | <b>Add-on RegioGraph TeamConnect</b><br>allows you to share results online with your team for current insights into your planning.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Basic version:</b>                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>In addition to all contents of Analysis:</b>                                                                                                                                                                                                                                                                                                                                                                                             | <b>In addition to all contents of Planning:</b>                                                                                                                                                                                                                                                                                                                                                            | <b>RegioGraph Analysis, Planning, or Strategy required for project creation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"><li>easy data import by postal codes (geocoding)</li><li>updating of data</li><li>diverse market analyses (ABC, customer density, portfolio, charts, score, index, etc.) and customizable formatting</li><li><b>NEW:</b> Simplified Interface, Analysis Series Function, The New Manual</li><li>results exportable as a PDF, MS Excel file, image, etc.</li></ul><br><a href="#">Go to pricing...</a> | <ul style="list-style-type: none"><li>easy data import by address (geocoding)</li><li>professional sales territory optimization tools</li><li>planning view with dashboard interface, including map, charts and a table</li><li><b>NEW:</b> Export of territory maps for CRM and BI systems</li><li>calculation of workload</li><li>calculation of catchment areas</li><li>detailed reporting</li></ul><br><a href="#">Go to pricing...</a> | <ul style="list-style-type: none"><li>street segment-level analyses e.g. competition, prospective customers</li><li>location evaluation and planning with consideration of competitors</li><li>detailed reporting for micro-data in data analysis mode</li><li><i>optional integration of detailed data on end consumers and business potential possible</i></li></ul><br><a href="#">Go to pricing...</a> | <div></div> <ul style="list-style-type: none"><li>easy uploading of project results to your company's own web server incl. 10 viewers with browser-based access to shared projects from various end devices (extension for additional viewers possible)</li><li>assign access rights for selected viewers</li><li>presentation of diverse market analyses and sales structures on the interactive map</li><li>overview of all data in an overall table with search, filter, and sort functions</li></ul><br><a href="#">Go to pricing...</a> |

[Would you like to find out more? Please contact us directly.](#)

# Key facts RegioGraph



professional analysis tools



actual, integrated NIQ maps and data



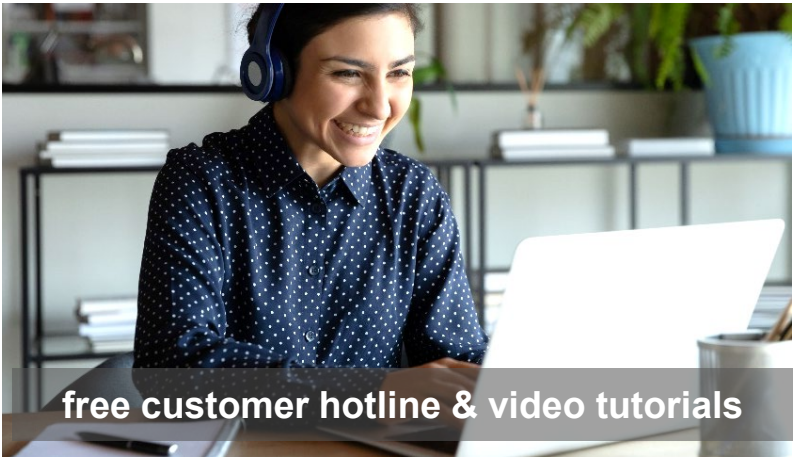
share results online & communicate



usability for business users



quick start thanks to NIQ training courses



free customer hotline & video tutorials

## RegioGraph User Support

Free user hotline: Benefit from personal support – fast and hassle-free.



### Phone Support & Callback Service

Direct contact with our experts



### Email Support

Quick help with questions and issues



### Available to all users

No restrictions – everyone receives support



### Unlimited access

As often as you like – without limitation



### Free throughout the entire contract period

No additional fees



## What our customers say

”

*We've been using RegioGraph for 26 years. The visualization of sales territories and the identification of potential using so-called "heat maps" have raised the planning of our future territories to a new level and have a very high level of acceptance in our sales department. RegioGraph is therefore an important part of the planning activities for our sales structure.*

**Martin Pühra**

Teamlead Territory Planning E3,  
Hilti Deutschland AG

”

*With RegioGraph, we convince our customers and colleagues with clear and professional visualizations on maps. The software enables us to identify and communicate sometimes confusing correlations between data in an understandable way and with little effort.*

**Matthias Schäfer**

Project Manager Logistics, MAZMAIL GmbH

**MAZMAIL**

## We work with market leading companies



DENON



FERRERO



Thomas Sabo



L'ORÉAL®

WELEDA  
Seit 1921

MEDIA - SATURN

Alcon®



mediserv



# Contact us at any time.

## Your Geomarketing team

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