

**Review: Journée du Géomarketing June 09, 2016, Paris**

**As in previous years MBI was one of the partners and sponsors of the event**

**Karlsruhe, June 23, 2016:** Again Asterop hosted a high quality conference program. With the motto Urbanisation & Customer Strategy the focus in this year's event was on sales network optimization. Leading companies presented to around 200 participants in sessions presenting application examples from their corporate practice and how they solve company-specific sales network issues with Geomarketing.

The main topics were how to develop a strategy tailored to each territory, to identify priority targets and adapt commercial actions as well as network strategies in a multichannel world.

In various workshops selected companies gave participants an insight in their best practice approaches and future strategies in Geomarketing. Sharing on how they structure their development strategy, analyze potential of their network and estimate the growth of potential markets.

MB-International and Asterop have established a strong strategic partnership over the past few years. 2015 was a very successful year for Asterop in terms of sales performance with MB-International products winning them the MB-International award for "Top-Performing International Partner 2015". The award was presented to Asterop's Management Team Gérard Dahan and Luc Coiffier during the plenary session.

Once again the 2016 conference was a unique blend of successful practical examples, expert opinions and pioneer thinking. An important event to learn about the latest trends and future prospects in Geomarketing.

### **About Asterop S.A.:**

Asterop's expertise is dedicated to the improvement of the companies' network's performance. Based in France they assist their customers from their strategic thinking to the full deployment of operational action plans.

From an Omni-Channel approach to the optimization of channels' synergy, Asterop helps firms to identify new Point-of-Sale concepts, improve their distribution network and adapt their local offer accordingly to the demand. The expertise of Asterop is based on a 16-year experience and the mastering of the four pillars of decisional geomarketing: consulting, methodology, edition of value-added data and technological solutions.

This unique synergy makes it possible to provide the optimum responses on development, marketing and sales performance issues to all actors in various industries such as retail, distribution, the media, banking, insurance, and the public sector.

### **About Michael Bauer International GmbH:**

MB-International offers a wide range of data products for business-critical geospatial analysis. MB-International's products include Population, Households, Age Bands, Unemployment as well as Purchasing Power, Retail Turnover and Consumer Spending on most geographical levels. They also produce and license vector postcode boundaries (ZIP), administrative boundaries and small areas maps for most countries Worldwide.

MB-International is a manufacturer and reseller of their own map, socio-demographics and boundary data that strives to provide businesses who want to make better informed investment with market data.

MB-International is committed to supporting their customers to achieve an effective set-up and continuous handling of their geodata. Specialized in providing tailor-made data products according to each customer's individual requirements.

MB-International's data is used globally by GIS engineers, Marketing executives, OEMs and controllers' for sales targeting, expansion planning and site location analysis in a wide range of Geomarketing and Business Intelligence applications.

For more information please visit [www.mbi-geodata.com](http://www.mbi-geodata.com)

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