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PTV B2B Planning & Analysis Data // Spatial analysis of B2B sales potential

When it comes to location analysis and evaluation, regional or local economic structures often play a significant role as socio-demographic factors. B2B Planning and Analysis Data from microm GmbH is particularly suitable for analyzing these economic structures.

PTV B2B Planning and Analysis Data

- Based on the database of the Verband der Vereine Creditreform e.V., Neuss
- Largest business credit agency in Germany
- Database of more than 4 million companies
- Information about: capital resources, turnover, number of employees, industry, credit rating, etc.

Available aggregation levels

- Municipalities
- Delivery postcode
- PLZ8
- Streets segments
- PTV Data Grid

BUSINESS-Planning Data // Products

BUSINESS COMBI

- Number of companies per area layer categorized according to the economic activity classification of the Federal Statistical Office of Germany
- Businesses can be classified according to economic sectors, economic divisions or economics groups
- Additional classification according to five workforce size classes

BUSINESS MARKET

- Number of companies per area layer categorized according to the economic activity classification of the Federal Statistical Office of Germany
- Classification according to economic sectors, economic divisions or economics groups

BUSINESS BIG MONEY

- Includes the number of companies according to nine sales classes

BIG BUSINESS

- Number of companies classified according to five workforce size classes