



Where-to-Buy Helps Garmin Provide High-Quality Referrals

SITUATION

Looking to capitalize on the opportunity presented by consumers visiting its site, Garmin needed a better way to direct potential buyers to the right retail partner. The global leader in satellite navigation, Garmin has stellar relationships with its retail partners—from big box retailers to regional independent dealers—so it needed a solution that could support them all. While the marketing and Web teams felt the best option was to incorporate a robust where-to-buy solution on the site, they had to find the right vendor in order to garner support from its sales team and dealers.



CHALLENGES

The existing in-house referral system was error-prone and difficult to use, consisting of a local dealer database that was out of date and not categorized by product. This meant that when a consumer wanting to find a fitness GPS and selected a list of dealers in their region, they might see dealers who only sold automotive navigators. With regard to online retailers, the site only directed consumers to the top of site or to the retailer's category page. Both of these scenarios are dangerous, as the potential to be cross-sold by a competitor's product is very high when the consumer is forced to restart their search on a retailer's site. Another issue the company faced was the diverse product selection across its retail partners. For example, they may have twenty different automotive GPS units on the site but any given retailer or dealer may only carry four to six. The result was a poor user experience for consumers and lower quality referrals for partners.



"Over time it became clear that we needed outside help to offer a complete where-to-buy solution on our site," states Kyle Johnston, Web and Digital Creative Director for Garmin.

SOLUTION

Channel Intelligence (CI) had been in contact with Garmin for over a year before the manufacturer eventually launched with CI's Where-to-Buy solution in November 2008. The company wanted to make sure that each and every one of its dealers were able to participate in its where-to-buy referrals. CI worked to resolve any concerns the company had, ensuring that even the smaller regional dealers were able to technically support the program. With a better mix of both large and small retail partners now able to support the program, Garmin was ready to upgrade its site and drive more channel sales.



Garmin International Inc. is a subsidiary of Garmin Ltd. (Nasdaq: GRMN), the global leader in satellite navigation. Since 1989, this group of companies has designed, manufactured, marketed and sold navigation, communication and information devices and applications – most of which are enabled by GPS technology. Garmin's products serve automotive, mobile, wireless, outdoor recreation, marine, aviation, and OEM applications. Garmin Ltd. is incorporated in the Cayman Islands, and its principal subsidiaries are located in the United States, Taiwan and the United Kingdom.

"I have been very pleased with CI's services and the results received this far and look forward to expanding our program outside of the U.S."

**- Kyle Johnston
Web and Digital
Creative Director
Garmin International**



KEY RESULTS

Garmin had three objectives CI needed to meet. One, make it easier for consumers to find and buy its products; two, provide its retail partners with highly qualified referrals; and three, increase sales.

Based on results over the first 10 weeks, the company feels CI has delivered on all of these objectives. Now Garmin can connect consumers to the right retail online or local retail partner with accurate where-to-buy information for the products they are interested in, whether it's an automotive GPS, a GPS sports watch, a handheld GPS or a fishfinder. CI also worked hard to



ensure Garmin's where-to-buy program launched in time to help its retail partners benefit from the peak 2008 holiday referral traffic. Going live right before Thanksgiving, CI's Where-to-Buy solution helped the company maximize its Web sales to exceed projections. Reported sales from 11 of the 35 participating U.S. online retailers between November 30, 2008 and January 2, 2009 reached \$1.2M in revenues from Garmin's product referrals.

"We were more than pleased with our performance during the holidays and look forward to continuing on this path for a long time to come," adds Johnston.

CLIENT SERVICES

Garmin also appreciates the level of support and reporting metrics available through CI's Where-to-Buy. The company's assigned Client Service Manager (CSM) plays an active role in ensuring the program continues to thrive and grow, regularly suggesting ways Garmin can improve its performance. The CSM also provides reports that key Garmin contacts use in their biweekly management meetings with senior executives.

NEXT STEPS

Impressed with CI's dealer coverage outside the U.S., Garmin plans to roll out where-to-buy programs in Western Europe, too. The company wants to provide consumers across all the countries it serves with the same enhanced shopping experience.

