



www.garmin.com



objectives

- select a strategic agency partner for long term support
- build online prospect and customer database, segmented by interest
- have a direct (non reseller) prospect and customer relationship through the web
- to gain a better understanding of website usage and online customer behaviour
- create efficiencies in supply of brand and marketing information to sales regions

results

- prospect database built at a rate of more than 100 new prospects a day facilitating a new email marketing strategy
- removal of cost from offline CD based distribution of marketing information
- greater distributor adoption of marketing assets

Garmin selected Appius as a strategic partner for long term support

# Garmin

Garmin is a global player in the design and manufacture of navigation equipment, manufacturing navigation and communications equipment serving aviation, marine, automotive, wireless, OEM, and general recreation applications..

Garmin have ambitious marketing plans for Europe and selected Appius for the breadth of web communications offerings covering eMarketing, User Experience, Development and Applications.



To date Appius have delivered a mix of conversion analytics, database design, hosting infrastructure, collaboration systems and contact management services to achieve Garmin's objectives via online competitions and a secure marketing extranet.



100 New prospects a day!



"Our web presence is managed from the US but Garmin needed a strategic web partner in the UK to meet our specific objectives at the local and European level. We considered various agencies but the breadth of skills, strategic advice and innovative data capture ideas from Appius stood out. Since being appointed, Appius has delivered in all these areas"

**Mark Peacey, Garmin.**