

Consumers are asking:

- ▶ Where can I buy your products?
- ▶ Can I buy it online or locally?
- ▶ Is it in stock?
- ▶ What is the price?

Are you able to answer these questions for your consumers from your corporate website? If not, Where 2 Get It has the solution for you.

When a shopper visiting your website is ready to buy, the issue becomes where to buy. With Product Locator, your shoppers will learn exactly where to buy your products, either online or locally.

Buy Online

Allows your customers to easily find online retailers that have your products in stock. Links the consumer directly from your product page to the eTailer's product page (P2P Links).



Buy Local

Allows your customers to quickly find local authorized dealers, distributors, or stores that carry your products, and includes interactive maps and turn by turn driving directions.



Manufacturers who embrace new shopping trends will have a business edge over those who do not. Providing multiple sales channels can increase opportunities for additional sales as well as help expand brand recognition.



Consumer Electronics Manufacturers

Consumers spend more than \$100 billion in consumer electronics each year. Consumers are increasingly relying on the manufacturers' website to research products before they buy. According to a Consumer Electronics Association study, the Internet offers consumers easier product comparisons (91%), greater variety (86%), and lower prices (79%), while only half of consumers prefer to shop online (47%).

Manufacturers need to capitalize on this growing trend and take more control over the entire buying process. Where 2 Get It's Product Locator will help you sell more by making it easy for consumers to find where to buy your products both online and locally. For local shoppers Where 2 Get It's Product Locator solution can show the consumer where each location is, in relation to where they are. The user can click on a location to see a street-level map, and get driving directions without leaving your website.

How can the Product Locator help you sell more?

Buy Online – Give consumers the ability to go directly from your Product Page to your online retailer's Product Page (P2P) to increase conversion and eliminate the competition. Consumers can choose their preferred online retailer, "eTailer" and with one click land directly on your product page on the eTailer's website.

Buy Locally – With Where 2 Get It's GeolP you can instantly list the dealers selling your products locally on a map without the consumer having to enter any information at all! Consumers can also enter a zip code or city/state if looking for a remote location. Both options include the ability to render driving directions to the dealer of their choice.

Improve Customer Service – Conversion and brand loyalty will increase when you put these powerful tools in the hands of the highly valuable consumers that are researching where to buy on your website.

The Product Locator will match the look and feel of your website and can be setup as a Hosted Application or Web Service.

▶ Call us today to talk about your specific needs. Toll Free: 888-377-2767

Drive more sales to your channel partners with Where 2 Get It's Product Locator

Buy Local

Buy Online

Where 2 Get It is a premier provider of location-based services including our Web- and mobile-based locator services that empower manufacturers and retailers to connect consumers with where to buy, both online and locally.

More than a map provider, Where 2 Get It provides a unique combination of high consumer usability, robust database management, and statistics collection capabilities, making it the most versatile and powerful Product Locator solution available.

We combine this technology strength with our unlimited technical support and integration assistance, a flat pricing structure, and the personalized service approach of a smaller company.

Testimonials

where2get **it**® has delivered leading solutions in consumer electronics, apparel, automotive, financial services, hospitality, manufacturing and retail since 1997.

With hundreds of brand name websites using the Where 2 Get It Locators and a client retention rate of 95%, we are confident that we can deliver a solution that fits your specific needs.

“Monster has truly benefited from the ecommerce Product Locator and Dealer Locator Where 2 Get It provides. It’s a win-win-win, as the end consumer benefits by easily being able to find the product they are looking for, the retailer benefits because Monster is sending them very qualified leads directly to their online product page or local location, and Monster benefits by being able to offer a seamless way to provide our consumers various buying options; both online and local.”



Jim Klar
Ecommerce Market Area Manager
monstercable.com

More than 550 leading brands use the Where 2 Get It locator technology including Monster Cable, Mitsubishi Digital, Sony, and ViewSonic.

Where 2 Get It is a proud member of the Consumer Electronics Association (CEA).



▶ Call or email us today to talk about your specific needs.

Toll Free: 888-377-2767 • **Fax:** 714-695-9809 • **email:** sales@where2getit.com • **Web:** www.where2getit.com