

**Where to Buy**

- ▶ Online
- ▶ Local
- ▶ Reserve Locally

**Buy Online**



Allows your customers to easily find online retailers that have your products in stock. From your product page directly to the online eTailers product page (P2P).

**Buy Local**



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

**Reserve Locally**

Give the consumers a fast and easy way to reserve and pick up products at local stores.

- Ensure the customer buys your product (prevent cross-selling at the retailer)
- Won't lose a potential sale
- Direct the customer to the channel that best fits him or her and ensure that your partner has the product in stock
- Communicate with your customer across multiple channels including mobile
- Track and analyze the results to help improve your marketing programs

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 550 leading brands** use the Where 2 Get It locator technology including Carhartt, Columbia Sportswear Company, Eureka, Salomon, Monster Cable, Mountain Hardwear, Sony, Swiss Army, and ViewSonic.



**Where to Buy**

The Internet has changed how many people shop, but that doesn't mean brick-and-mortar stores have lost steam. In fact, manufacturers who embrace the new shopping trends will have a business edge over those who do not. Multichannel shoppers are more valuable than customers who shop via a single sales channel. They have a 12% greater buying frequency and a 32% higher annual spending history than customers who shop at stores only. Tapping into multiple sales channels can increase opportunities for additional sales as well as help expand your brand's recognition.

**Buy Online - eTailers**

From your product page directly to the online eTailers product page (P2P). That means the consumer does not have to do the product search all over again when they go to the eTailer's website. This not only improves customer service, but shortens the sales cycle. At the same time, you are collecting valuable information about your customers' demographics and preferences that can help you better plan and allocate inventory levels.

- ▶ Give customers a direct online purchasing opportunity
- ▶ Provide customers with purchase price and in-stock inventory
- ▶ Link directly from your product page to your eTailers product page (P2P)
- ▶ Send eTailers "ready to buy" customers

**Buy Local - Retailers**

Either from your home page or from your product page the customer can click on the "Where to Buy" link and quickly find local authorized dealers, distributors, or retail locations that carry your products. By integrating data feeds from your enterprise database(s), your customers will be able to find the best place to buy in their local area.

- ▶ Searchable by full address, zip code or GeolP
- ▶ Lists results in an easy to read table
- ▶ Click and drag to move the map
- ▶ Displays drive time and distance
- ▶ Turn by turn driving directions
- ▶ Send to Mobile or Send to E-Mail

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

## Locator Console

Enables you to manage your locator at any time, 24/7. Provides detailed reporting on all consumer actions. Reports can be viewed as graphs or charts, as well as downloaded. Also provides client administration.

### Buy Online - eTailer Reports

- ▶ Improve channel relationships with metrics
- ▶ Statistics on leads sent to each eTailer
- ▶ Product, channel and total velocity

### Buy Local - Retailer Reports

- ▶ By zip code, by city, by state
- ▶ By driving directions
- ▶ By day and by time
- ▶ By retailer

The image displays three screenshots of the Where 2 Get It software interface. The top screenshot shows a product page for 'Noise-Canceling Cordless Headphones for MP3 players' on 'YourWebsite.com'. It includes a product image, description, and a table of authorized online dealers with columns for Name, In Stock, Price, and Buy. The bottom-left screenshot shows a map view of local stores with a search bar and filters. The bottom-right screenshot shows an eTailer report with columns for Name, In Stock, Price, and Buy, and a section for 'Custom Codes'.

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

## Testimonials

where2getit has delivered leading solutions in industries including apparel, food service, automotive, financial services, hospitality, manufacturing and retail since 1997.

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

"We are continually striving to provide the absolute best customer service possible, and the Where 2 Get It product locator technology aligns very well with that commitment," said Bill Boland, creative director for Patagonia's Web site. "After only a few months, the Where 2 Get It solution has already made dramatic improvements in driving sales of Patagonia products through its online retail partners, as well as directing consumers to offline retail locations."

**patagonia®**

Bill Boland  
Creative Director  
Patagonia.com

"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."

**MONSTER®**

Jeremy Segovia  
eCommerce Marketing Manager  
monstercable.com

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

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