

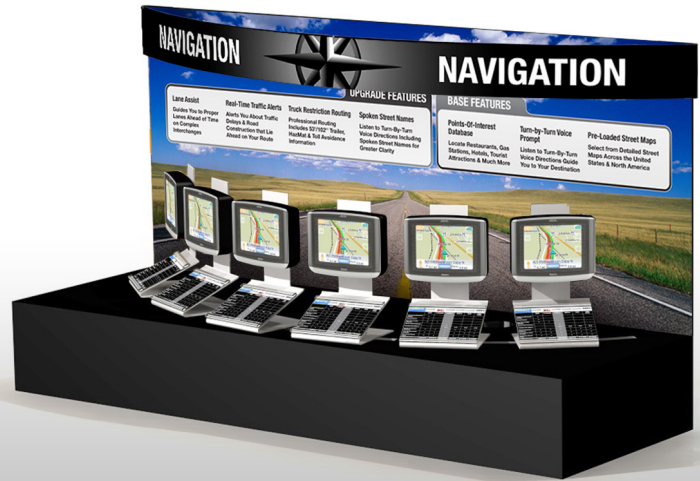


MTI Interactive Demo Units Increase Overall GPS Sales by 50%, Redefine Customer Experience

CUSTOMER CASE STUDY | SEPTEMBER 2009

KEY RESULTS

- » Overall GPS sales increased 50%
- » Per ticket sales rose 33%
- » Sales of Navigation unit accessories climbed 75%
- » Achieved 100% ROI within 6 months



CLIENT:

DAS, Inc.

INDUSTRY:

Wholesale Distributor

CHUCK WHITE

DIRECTOR OF MARKETING

DAS, INC:

“MTI’s innovative, experience-based interactive merchandising solution addressed both our shopping experience strategy and operational constraints. Most importantly, MTI delivered to spec, on time, and within budget.”

CHALLENGE

DAS, a leading wholesale product distributor of Consumer Electronics and accessories, was looking to drive incremental sales of personal navigation devices (GPS units), a growing market category with declining retail prices. Within Pilot and Love’s travel centers, their growth was inhibited by a poor shopping experience devoid of store awareness, sales assistance and product interaction because the navigation devices were locked behind a glass cabinet. Plus, add-on accessories for the units were sold elsewhere in the stores. A solution was needed to engage all motorists including commercial truckers and 4-wheel consumers to interact with the GPS units, increase the percentage of potential buyers to purchasers, and improve the consumer’s product knowledge and overall experience at travel centers.

SOLUTION

MTI, an all-inclusive vendor provided display (VPD) provider that consolidates all the required components needed for a successful program, guided DAS through the entire retail merchandising process, from design to implementation and management. Combining the scope and breadth to successfully execute every stage of the process with established partnerships with industry leading retailers such as Best Buy, Target and Walmart, MTI’s 100% turnkey solution created interactive GPS demo units that met the retailer’s merchandising standards and encouraged customers to pick up and play the navigation systems.

RESULTS

Since deploying 500 GPS demo units to 300 Pilot and Love’s travel stores, customers have become more educated about the product. As a result, overall GPS sales have increased 50%, per ticket sales have jumped 33%, and sales of navigation unit accessories have climbed 75%. Additionally, within six months of deployment DAS achieved a 100% incremental return on its VPD investment.