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CASE STUDY: How Fuor Digital Helped Navigon Become Fastest Growing Navigation Product Company in Early 2008 *6 month campaign demonstrates why hiring a digital media and analytics specialist is crucial*

SITUATION

In 2007, Navigon, Inc., one of the world's leading providers of navigation products and software solutions, was preparing to make the transition from being a business-to-business software provider to becoming a consumer brand, and needed to introduce their company, brand and products to the US consumer marketplace. Navigon required an integrated marketing plan to reach US consumers through all mediums. Ralf Hug, Vice President of Marketing and Product Management at Navigon decided to begin the U.S. marketing campaign online, and enlisted the expertise of Fuor Digital, an innovative digital media agency that specializes in the research, planning, buying and stewardship of digital media marketing campaigns.

MARKETING CHALLENGE

Position Navigon as a leader and innovator in consumer navigation technologies, and create an environment in which consumers recognize the Navigon brand and become loyal customers.

SOLUTIONS

Navigon's first challenge was a website that was not consumer friendly. Fuor Digital advised the development of a consumer driven microsite, www.experiencenavigon.com, in conjunction with partner Elevate Studios to serve as the educational force behind the online campaign. The challenge would be to drive consumers to the microsite to generate leads that would convert to the online retailers selling product.

Fuor Digital implemented a fully integrated digital media campaign that utilized the digital media mix, including display and search marketing as well as sponsorships and promotions that all pointed to the microsite. Fuor Digital handled all the web analytics behind the microsite and tracked conversions to the retail shopping sites.

Through web analytics, Fuor was able to quantify visitors (unique and returning), display how users interacted with and navigate the site, and identify how much time users spent on each feature. Fuor compared the microsite traffic to sales generation, and found that a visit to the microsite was a leading indicator of follow through to purchase. Most people who ultimately bought the product went to the microsite first to educate themselves before making a purchase.

Navigon's marketing campaign hit the ground running in the summer of 2007 and continued through December of 2008.

RESULTS

Navigon moved from being an unknown entity to the fourth ranking, fastest growing GPS brand in the U.S.

The Navigon online campaign reached over 100 million internet users. Between October and December 2007, the brand campaign sent over 400,000 unique users to Navigon's microsite, with 76% of the users (304,000) progressing directly to channel partner websites for purchase.

CUSTOMER COMMENTS

On the Impact of the Campaign

"The impact of our online campaign was clear. From the strategic planning to the execution and measurement, I credit much of our success to Fuor Digital," says Hug. "They provided data on the click through rates driven from banner ads and searches as well as impressions from our microsite and where customers spent time and converted through to the retailer side. They were very thorough in their analysis and reporting." - *Ralf Hug, Vice President of Marketing and Product Management at Navigon*

On Fuor Digital's Expertise

"The beauty of partnering with Fuor is the added value of working specifically with a digital media specialist. Conversions, click through rates, banner sizes, search terms, etc... there are so many things you can play with and optimize in a campaign, and frankly it goes beyond my personal expertise and time. I needed experts, and I found that with Fuor Digital." - *Ralf Hug, Vice President of Marketing and Product Management at Navigon*

On Fuor Digital's Customer Service

"Online marketing is not easy for many classical marketers to understand; however Fuor has the expertise needed in order to execute the plan with confidence. They have a fantastic team who always listened to our concerns and delivered on them. They are technical experts in their field, but they also work hard to keep customers happy." - *Ralf Hug, Vice President of Marketing and Product Management at Navigon*

ABOUT NAVIGON

NAVIGON INC. is one of the world's leading providers of navigation products and software solutions. NAVIGON makes its own navigation brand consumer products and creates software solutions for OEM customers operating in personal navigation, wireless, and automotive sectors. Founded in 1991, NAVIGON employs more than 300 people and has offices in Asia, Europe and North America.

ABOUT FUOR DIGITAL

Fuor Digital is a full-service, Chicago-based digital media agency, specializing in all aspects of digital media campaigns, including digital strategy, advertising, search engine marketing and optimization, e-mail marketing, mobile phone marketing and web analytics. Founded in 2006, Fuor Digital believes in helping their clients master the digital media mix by using all appropriate mediums cohesively, and focuses on creating quantifiable results to help clients track and understand the ROI on their digital media investment. With their breakthrough conversion attribution system and seats on the Standards Committee of the Web Analytics Association and Click Quality Council, Fuor Digital is an innovative leader in the digital media industry. Fuor Digital has extensive experience mastering the digital mix in the travel and hospitality, education, healthcare, banking and finance, entertainment, and retail industries.

Fuor Digital is a Kelly, Scott & Madison company. For more information about Fuor Digital and their digital media services, please visit www.fuor.net.

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