

OUTTRA
WHERE-TO-BUY

80 %

of end consumers
would like an
online display of article availability
in the local shops

Source: Google Omnichannel Future Study, 2023

QUTTRA

50 %

Increase sales opportunities with Where-To-Buy

from 8 % → 12 %

Quelle: internal OUTTRA DATA

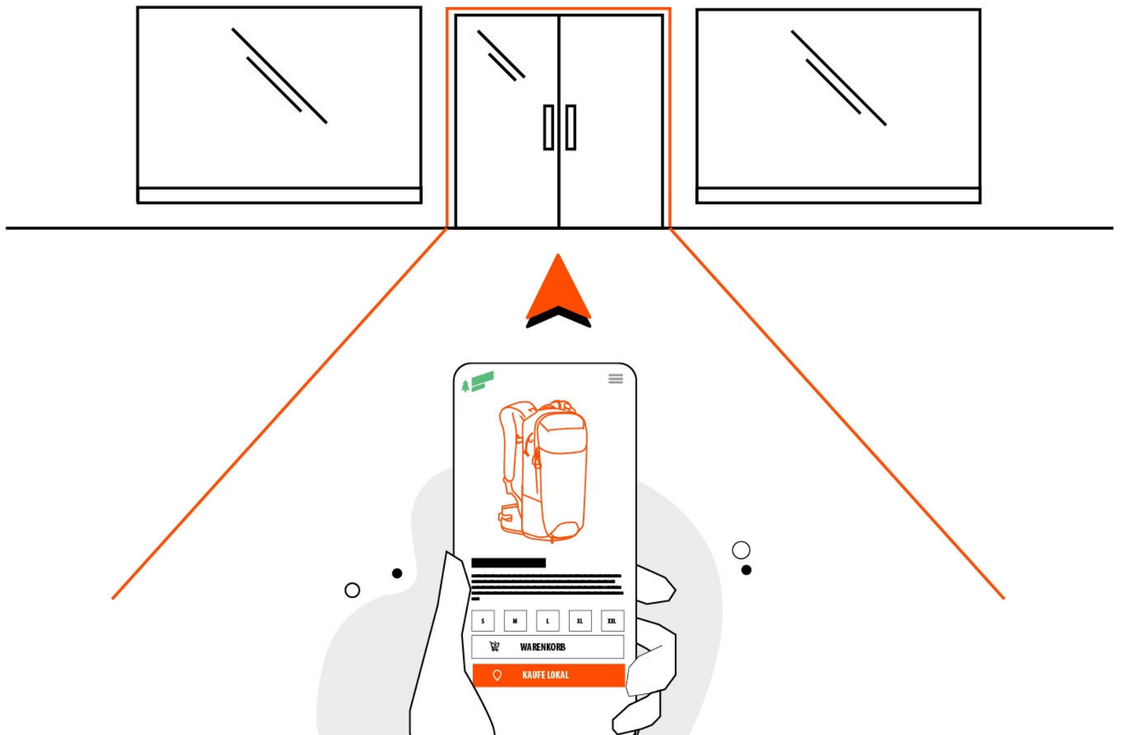
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OUTTRA WHERE-TO-BUY

How do your customers know which specialist retailers have products available?

With **OUTTRA WHERE-TO-BUY**, you can refer customers from your website to online retailers or bricks-and-mortar specialist retailers who currently have your products on offer.

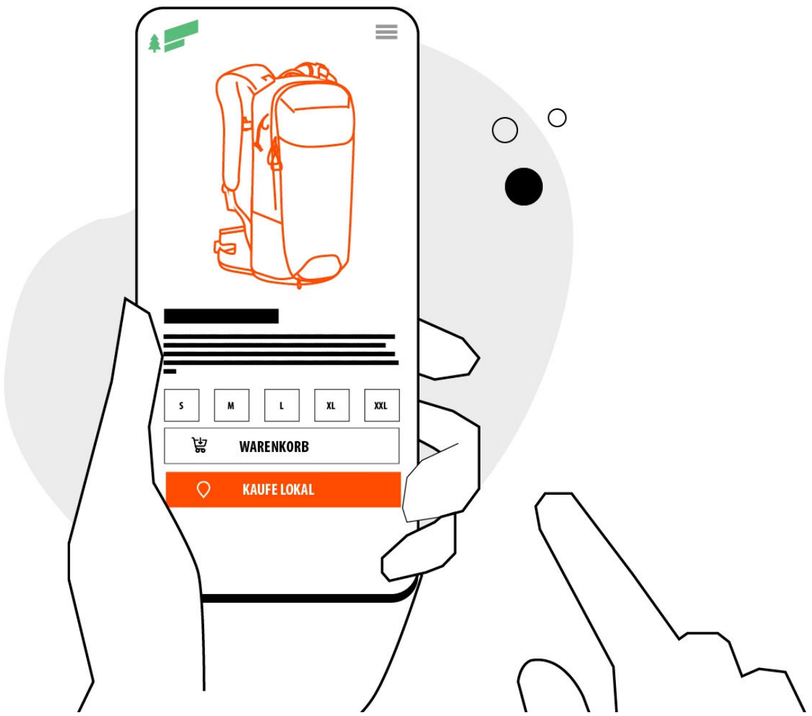
Demo



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OUTTRA WHERE-TO-BUY

BENEFITS



- **Live display of your available products in the specialised trade**
- **Improved customer experience for advice-intensive products**
- **Support for your local specialised retailers**
- **Increase your sales**
- **Optimised customer journey**
- **Up-to-date retailer data on your websites**

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OUTTRA WHERE-TO-BUY

PRODUCTFEATURES

LIVE DATA

Live display of products available in stores on brand websites

PRODUCT ALTERNATIVES

Display of alternatively available products

CLICK & RESERVE

Easy way to make a reservation with just a few clicks

MAKE AN APPOINTMENT

Convenient online appointment booking

SUPPORT

Help with integration from OUTTRA Support

DIGITAL SHOP WINDOW

Digital shop window for brands and retailer websites

SIMPLE SEARCH

Dealer search including availability

UP TO DATE DATA

Automatic updating of retailer data

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OUTTRA WHERE-TO-BUY

HOW IT WORKS

OUTTRA Where-to-Buy is a plugin that is integrated into your brand website.

The plugin accesses our inventory database with + 2,000 outdoor, sports and bike retailers (at EAN level) and displays products currently available in specialist shops for customers in real time.

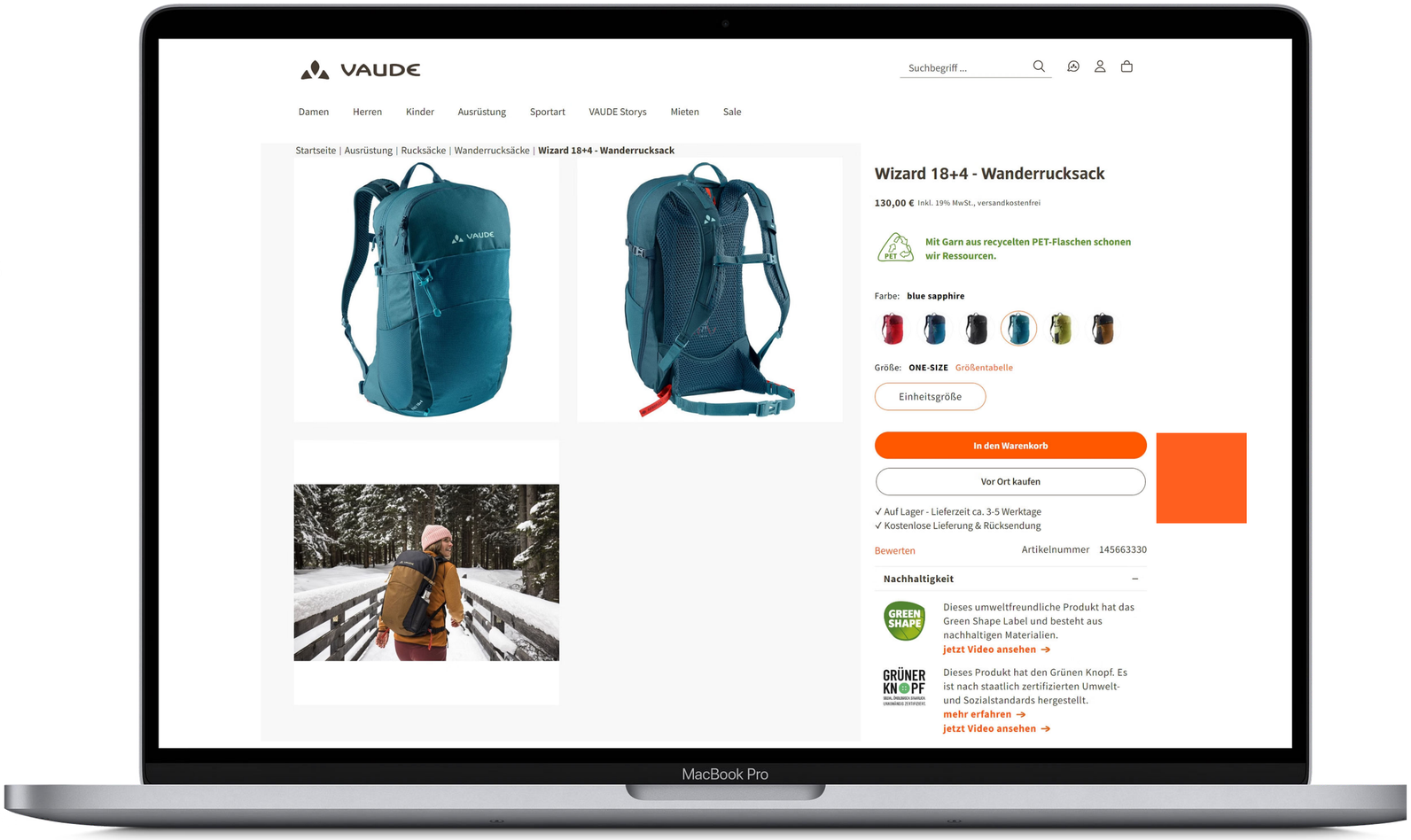


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OUTTRA WHERE-TO-BUY LOCAL

IN LIVE USE

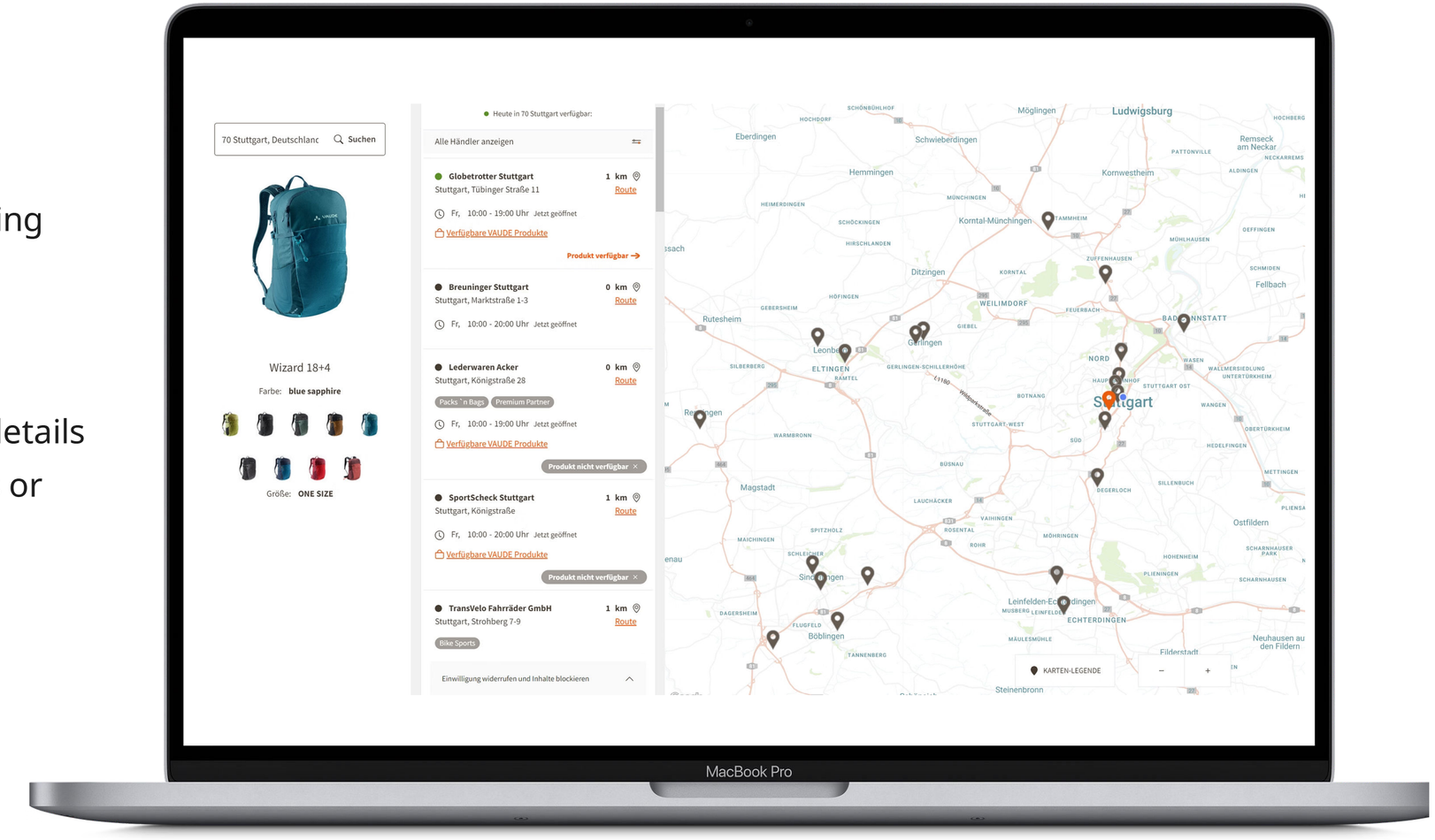
- Integration of a retailer search on the product detail page on brand websites
- Automatic updating of retailer data



OUTTRA WHERE-TO-BUY LOCAL

IN LIVE USE

- Product-specific dealer search including availability
- Display of alternative products
- Automatic updating of dealer data
- Current opening hours and contact details
- Optional: Integration of online shops or retailers outside the region

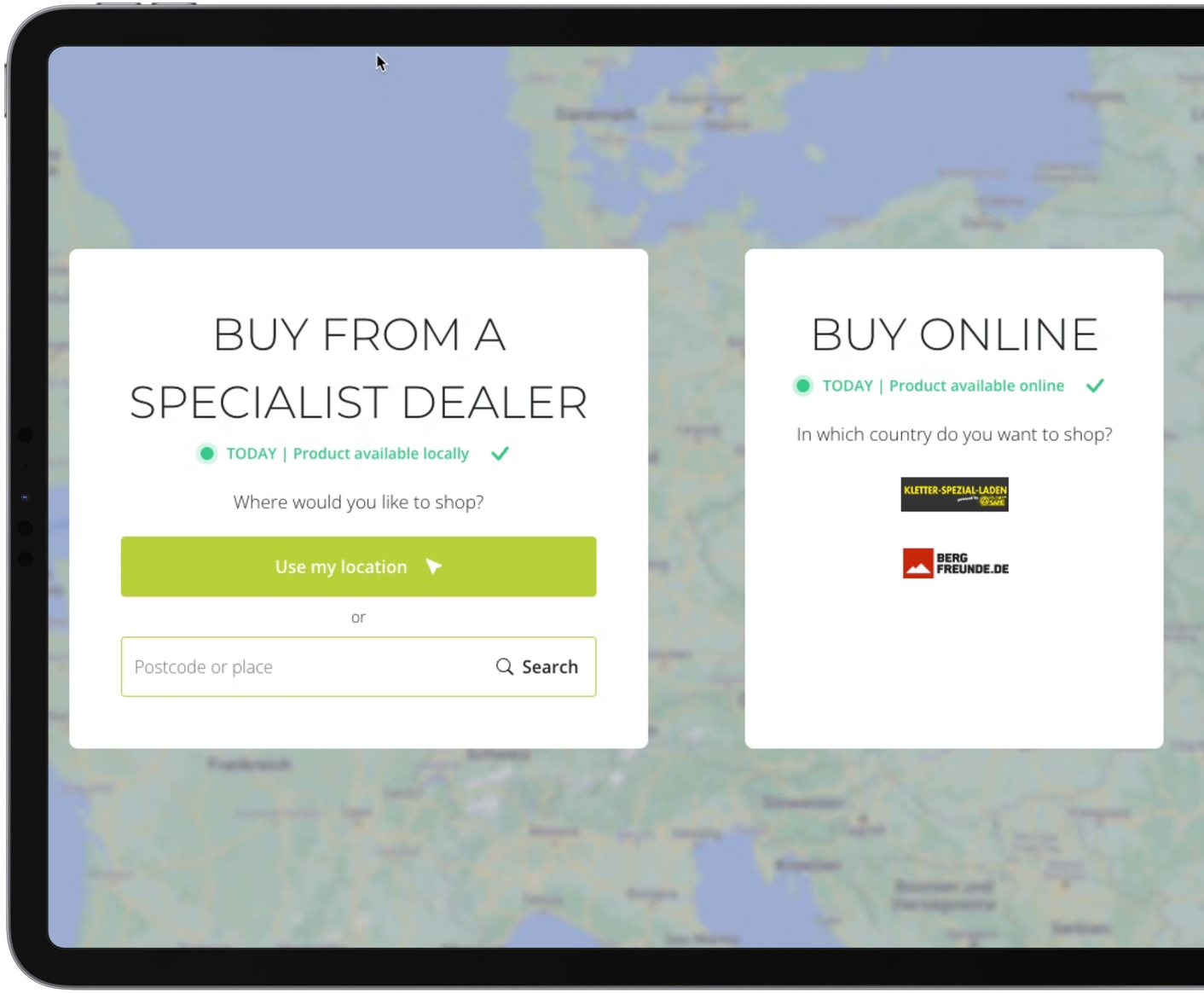


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OUTTRA WHERE-TO-BUY ONLINE

IN LIVE USE

- Display of online retailers with availability of the searched product
- Direct link to online shops

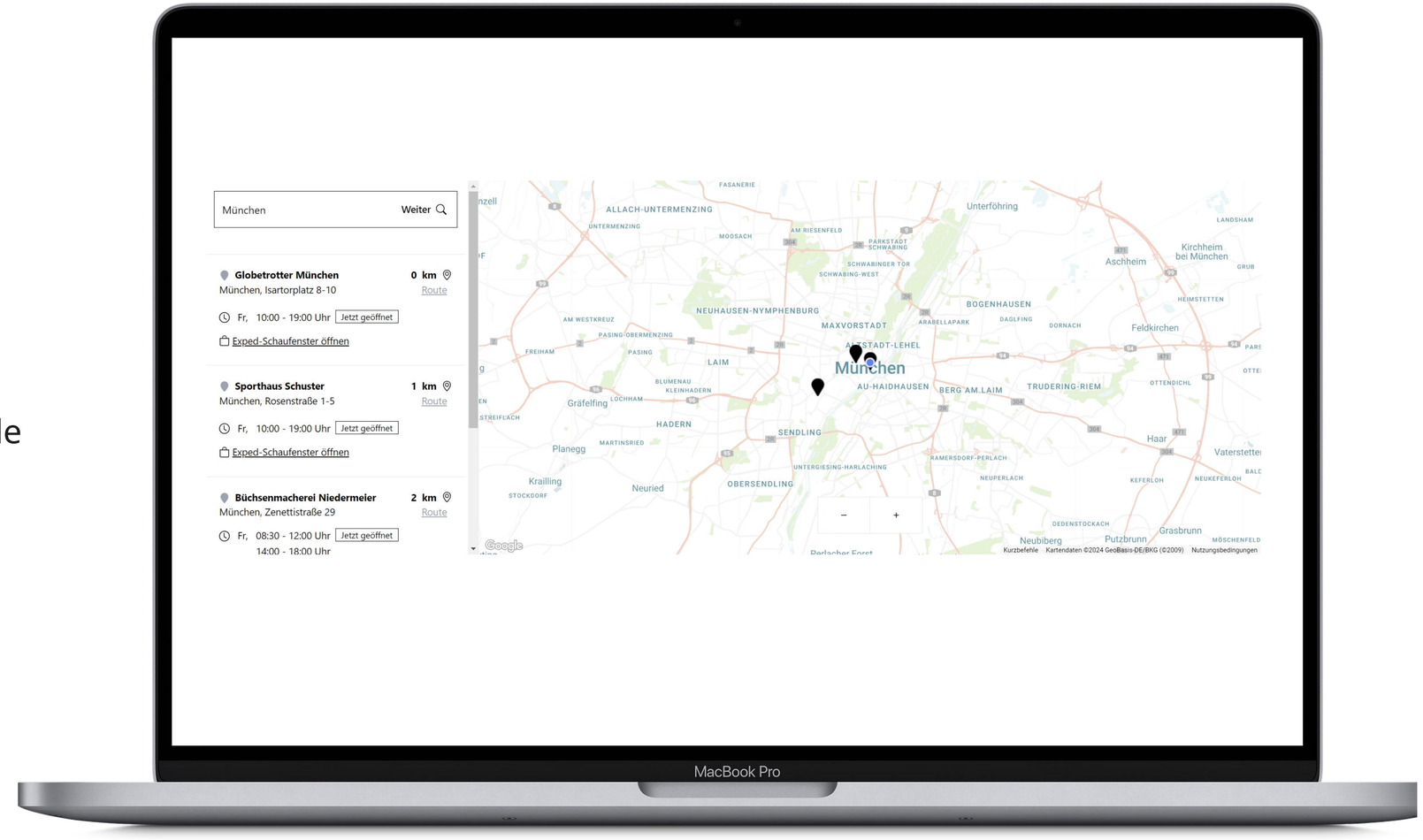


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RETAILER SEARCH

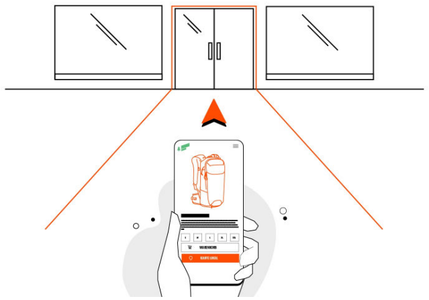
- All retailers from a region at a glance
  Digital shop window
- Opening hours & contact details
- Closed retailers are hidden
- Information kept up to date via Google



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OUTTRA WHERE-TO-BUY

CORE PRODUCTS



LOCAL

Guide online visitors to stationary retailers who have the desired products directly in stock. Always up-to-date contact and address data as well as opening hours ensure that your customers' journey from the screen to the shop runs smoothly.



ONLINE

Where-to-Buy Online enables a seamless transition from your website to selected online retailers, strengthening your e-commerce presence and boosting your brand's sales.



DEALER LOCATOR

The dealer search is supported by the integration of our OUTTRA Sports Information Pool. It's more than just a map - it's a dynamic tool that optimises your entire dealer network.



SUITE

The Where-to-Buy Suite is a complete package that includes all core products and add-ons for a unified approach to increase online visibility, drive customer traffic to retail partners and boost sales.

OUTTRA

TESTIMONIALS

"

WE HAVE ALREADY HAD SEVERAL CUSTOMERS IN THE SHOP WHO HAVE LOOKED AT THE ORTOVOX BRAND WEBSITE AND REALISED THAT THE PRODUCT THEY WANTED IS AVAILABLE FROM US.

THEY THEN CAME TO US SPECIFICALLY TO EITHER FIND THE PERFECT SIZE, TO FEEL THE FEEL OF THE MATERIAL OR SOMETIMES TO GET ADVICE FROM US AND SUPPORT US AS A LOCAL, STATIONARY RETAILER. FOR US, IT'S A GREAT SYSTEM THAT OFFERS MANY ADVANTAGES AND REQUIRES MINIMAL MAINTENANCE. "



Marcel Rothermel

CEO Sport65

TESTIMONIALS

"

I AM DELIGHTED! SINCE WE STARTED USING THE OUTTRA SYSTEM, CUSTOMERS HAVE BEEN COMING INTO OUR SHOP TIME AND TIME AGAIN AND TELLING US THAT THEY CAME SPECIFICALLY BECAUSE THEY HAD PREVIOUSLY SEEN ONLINE THAT THE PRODUCT THEY WANTED WAS AVAILABLE IN OUR SHOP. PURPOSEFULLY, BECAUSE THEY HAD PREVIOUSLY SEEN ONLINE THAT THE SELECTED AND DESIRED PRODUCT WAS AVAILABLE FROM US.
THIS SERVICE HAS BEEN VERY WELL RECEIVED. FOR AN EVEN GREATER ONLINE PRESENCE, WE ALSO USE THE DIGITAL SHOP WINDOW, WHICH IS INTEGRATED INTO THE BRAND WEBSITES, ON OUR OWN HOMEPAGE.



Claudia Schettel

Owner Sport & Mode Schettel

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TESTIMONIALS

"

OUTTRA IS THE PARTNER OF CHOICE FOR ORTOVOX WHEN IT COMES TO LINKING ONLINE AND OFFLINE RETAIL IN ALL OUR MARKETS. SUPPORTING BRICK-AND-MORTAR RETAILERS IS ALWAYS A PRIORITY FOR US, WHICH IS WHY FEATURES SUCH AS "WHERE-TO-BUY LOCAL" ARE IDEAL.

WE VALUE THE FACT THAT WE CAN WORK TOGETHER AS EQUALS TO IMPLEMENT INNOVATIVE SOLUTIONS FOR THE FUTURE. BECAUSE OUTTRA ALSO HAS A LOT OF EXPERTISE IN THE OUTDOOR INDUSTRY AND IS ALWAYS MOTIVATED AND SERVICE-ORIENTATED, THE PARTNERSHIP IS A REAL BENEFIT.



Michael Sieber

Chief Customer Officer

OUTTRA

TESTIMONIALS

"

BY USING OUTTRA TECHNOLOGIES, WE WERE ABLE TO INSTALL A LONG-DESIRED TOOL FOR FISCHER THAT ALSO SUPPORTS THE LONG-STANDING AND TRUSTING COOPERATION BETWEEN FISCHER AND SPORTS RETAILERS IN THE DIGITAL SECTOR. USERS OF THE FISCHER WEBSITE CAN QUICKLY SEE WHERE THEY CAN BUY THE ITEMS THEY WANT FROM LOCAL SPECIALIST RETAILERS.

THE COOPERATION WITH OUTTRA IS FAST, UNCOMPLICATED AND TRUSTING - IDEAS THAT ARE BROUGHT IN BY BOTH SIDES ARE OFTEN REALISED THE VERY NEXT DAY. THAT MAKES IT REALLY FUN!



Stefan Rosenkranz

Digital Solution Consulting for Fischer

OUTTRA

WE LOOK FORWARD TO HEARING FROM YOU.



SIGBERT MÜLLER

CEO & FOUNDER

smueller@outtra.com

+49 17664335402

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