



SOLUTIONS



HIGH TECH

**Email
Re-engagement
Campaigns**

Garmin creates, targets, and delivers personalized communications to keep customers heading in the right direction.

Challenges

- Integrating existing content into new marketing campaigns
- Increasing personalization across campaigns, according to customer interests and location in the world
- Boosting engagement across global markets with a diverse lineup of products

Key Results

-  Personalizes customer communications, sending 110M emails in the first year
-  Completes critical marketing functions in hours versus days or weeks
-  Establishes a scalable foundation for engaging with customers globally
-  Accelerates time to market for new campaigns using existing content and new cross-channel marketing functionality
-  Creates relevant campaigns across international markets, languages, and product lines

[Watch the Video](#)

What used to take us one or two days or weeks can now be done in one or two hours.

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