

2024

iBOX



Benefits



A sample is provided to test the device's performance



The market share in Russia is 15%



We will manually pick the right set of goods for your customers



24/7 information support



250 successfully launched products



Sales promotion programs



iBOX product categories

We develop products in different price segments: high-quality affordable devices, advanced mid-range car electronics, flagship premium gadgets with a maximum set of functions and features.

Price range

329.99\$



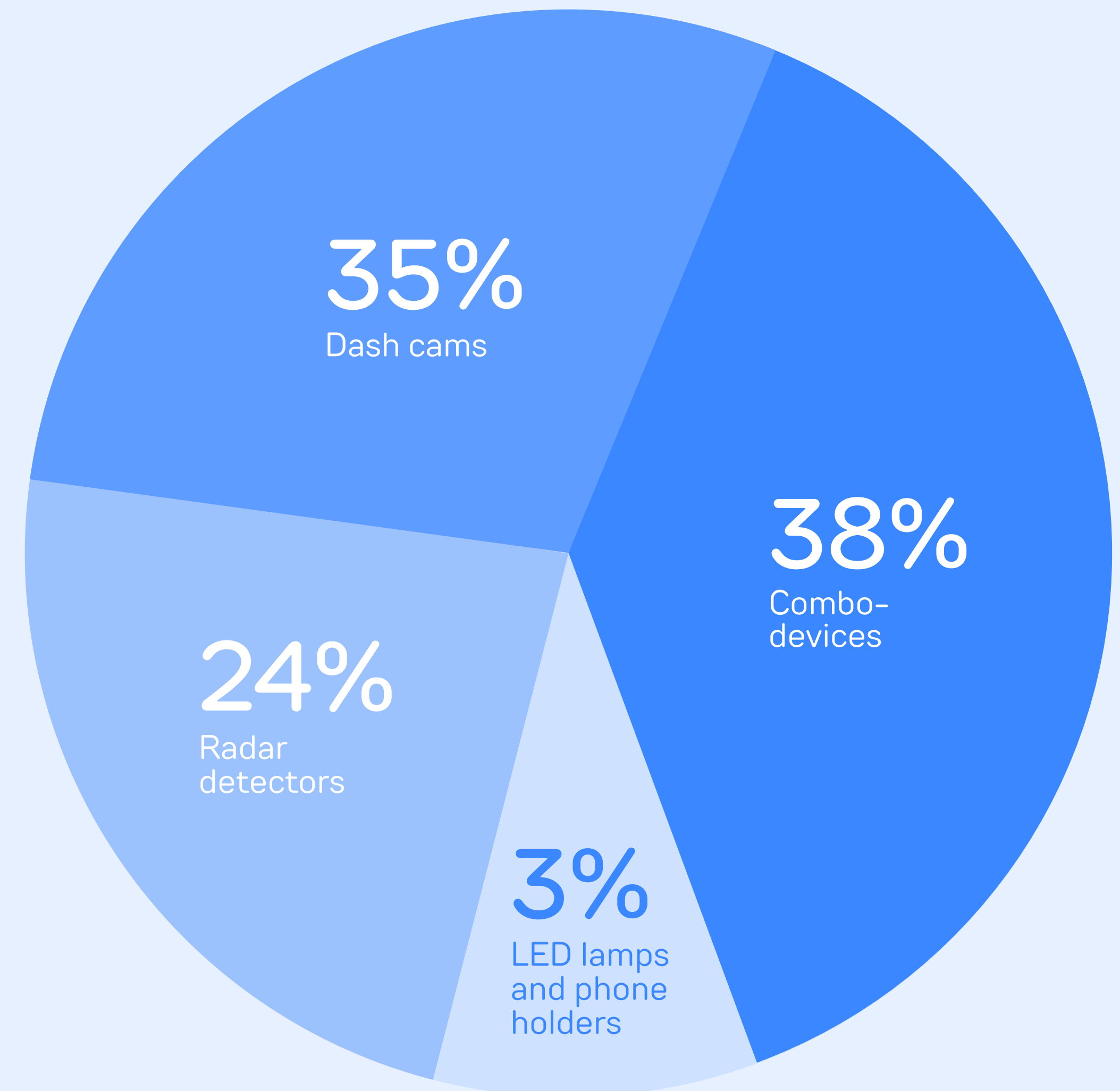
135.99\$



30.99\$



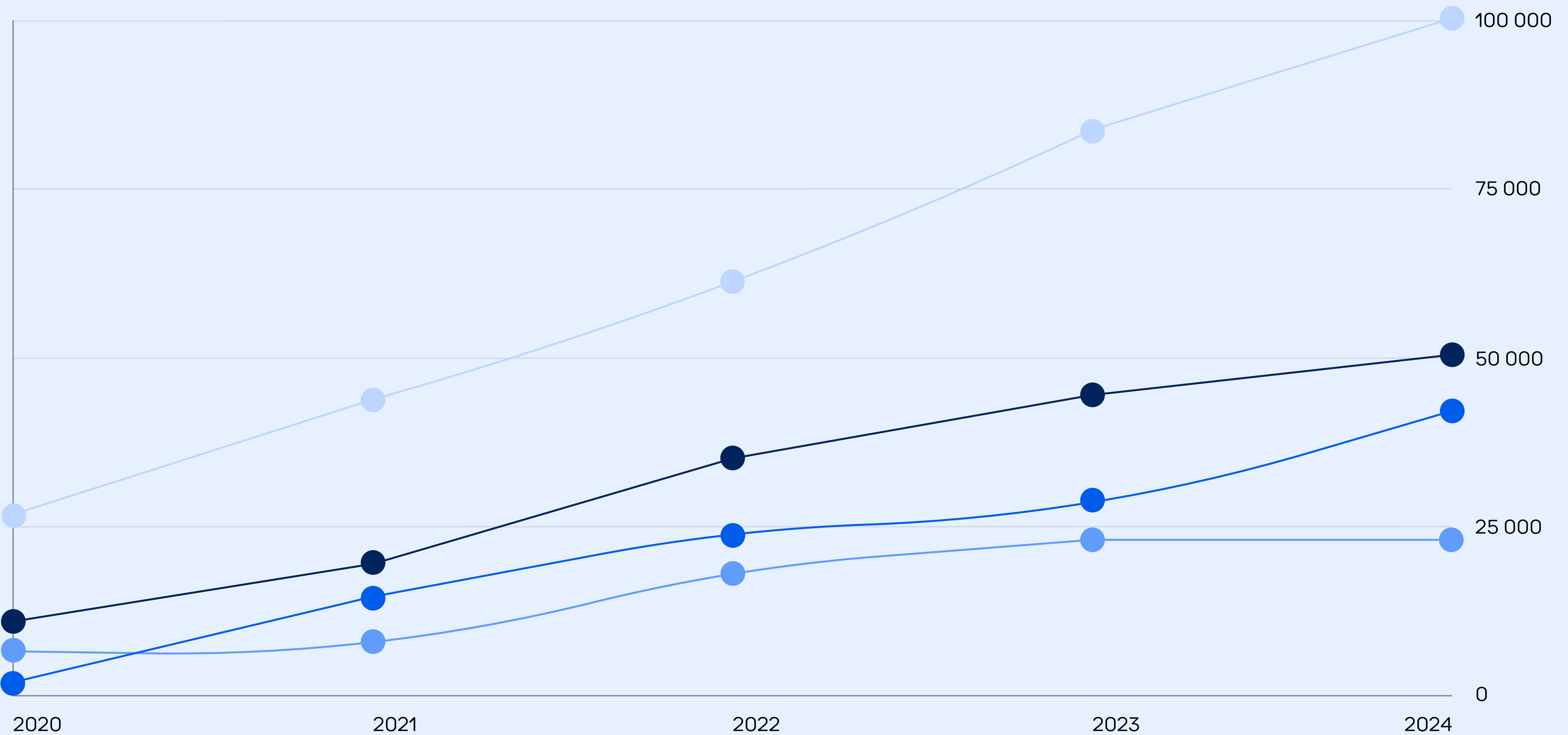
Categories



Sales chart

We grow in multiples year after year. From 2020 to 2024, the growth is 250%.

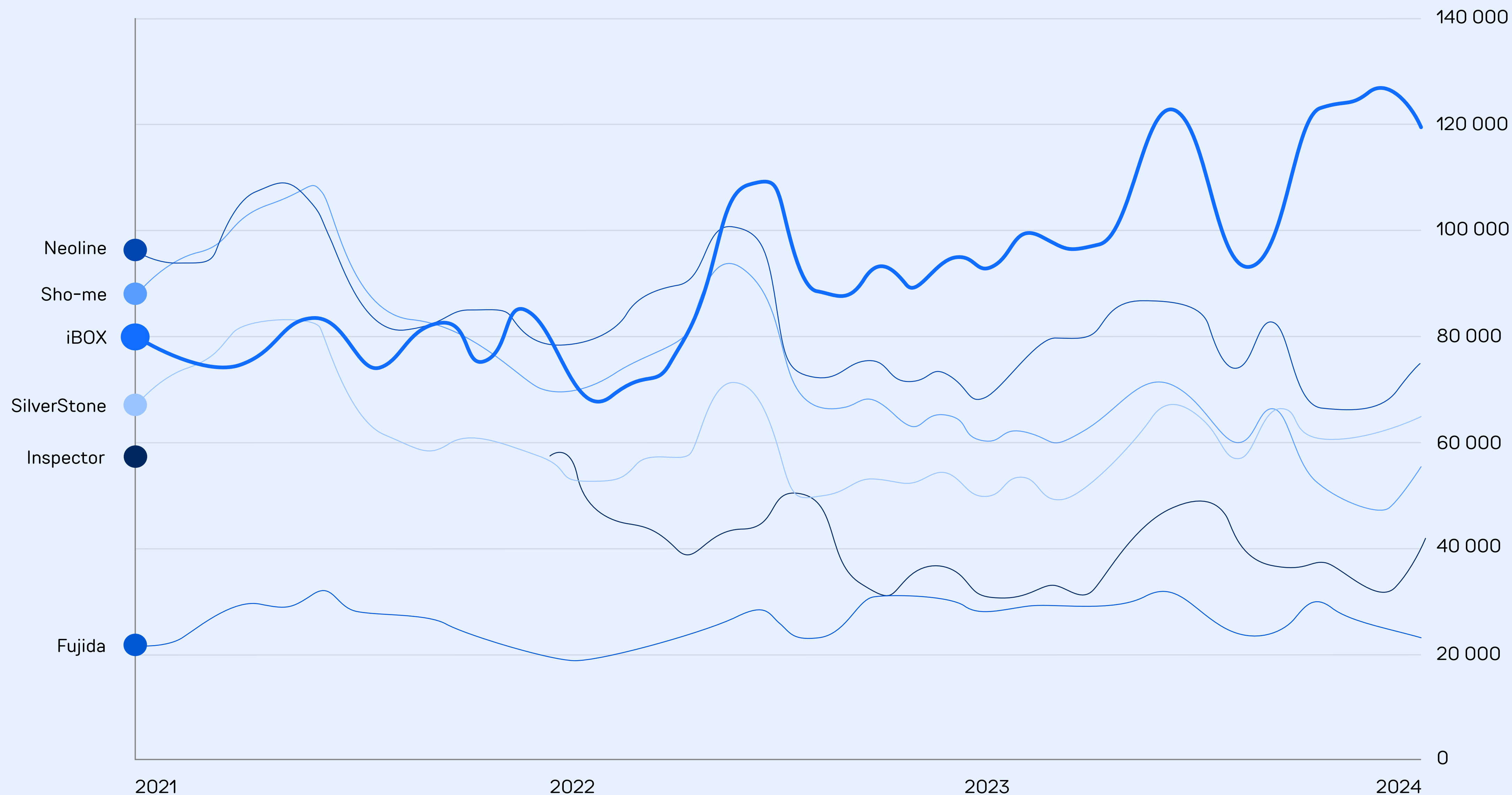
- Combo-devices
- Dash cams
- Radar detectors
- All devices



iBOX market shares in the russian federation

The brand's sales volume exceeds 120,000 devices per year.

The dynamics of demand for our brand and the brands of the main competitors given below.



iBOX Assist

We are the only Russian automotive electronics brand that has its own in-house developed app in this segment. iBOX Assist is created and maintained by our team of specialists without the involvement of contractors..

UX/UI

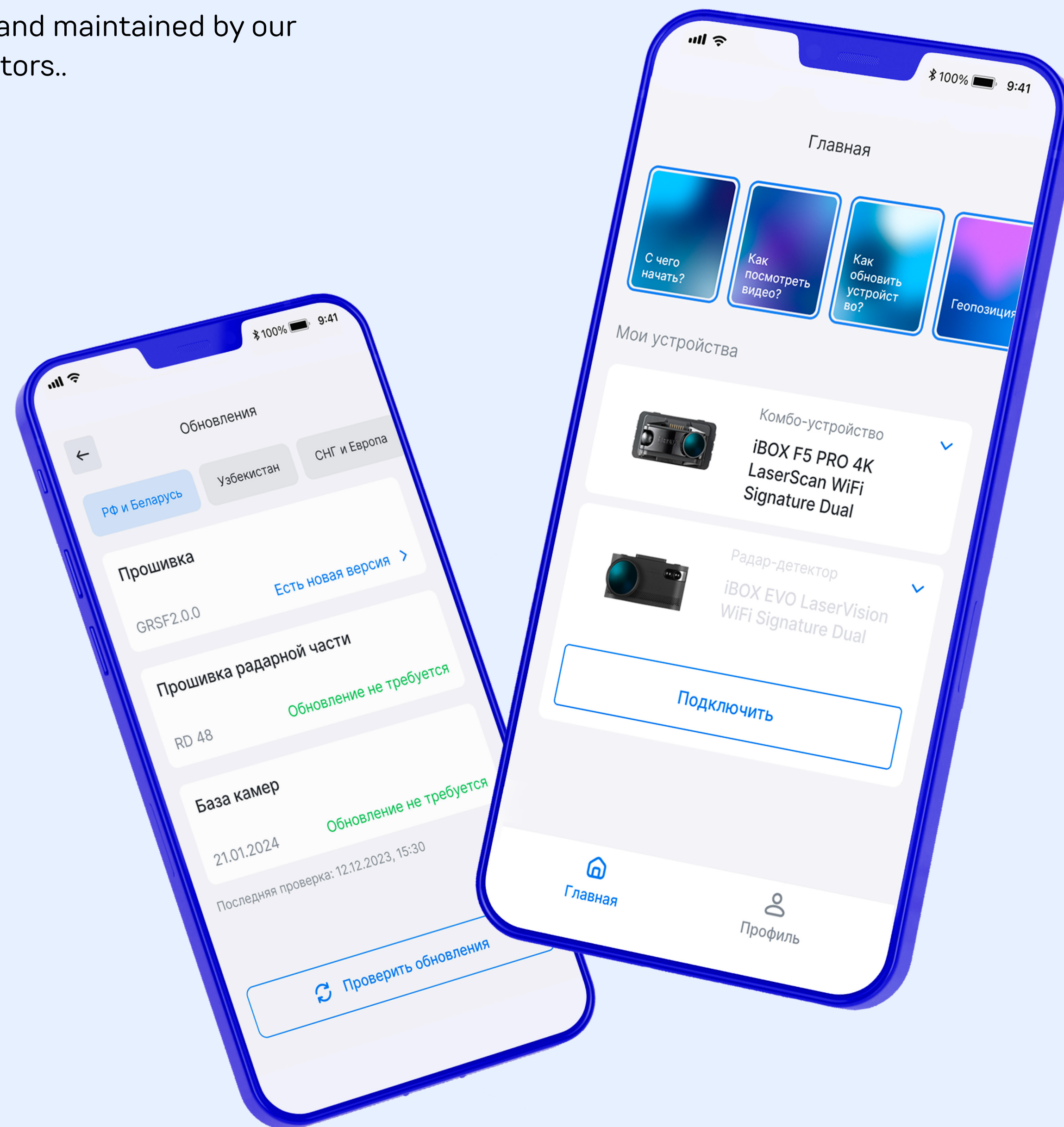
We have created the app design based on real driver requests through research.

Usability

Updating the car gadget via Wi-Fi has become easier and more understandable for new users.

Authorization

iBOX Assist users receive offers to purchase new products.

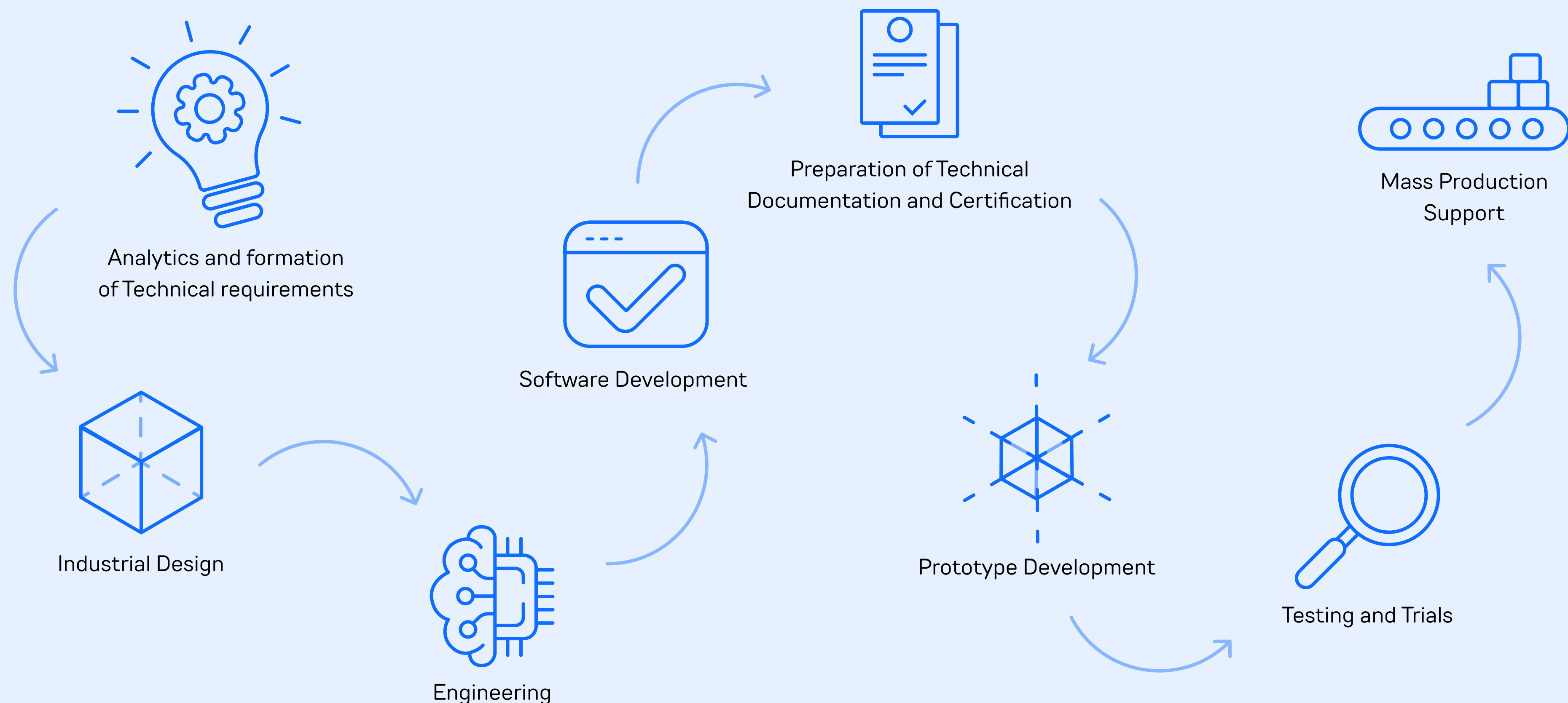


Development Partnership Cycle

We thoroughly study user preferences on the market and track innovations. Based on this data, we create detailed technical requirements.

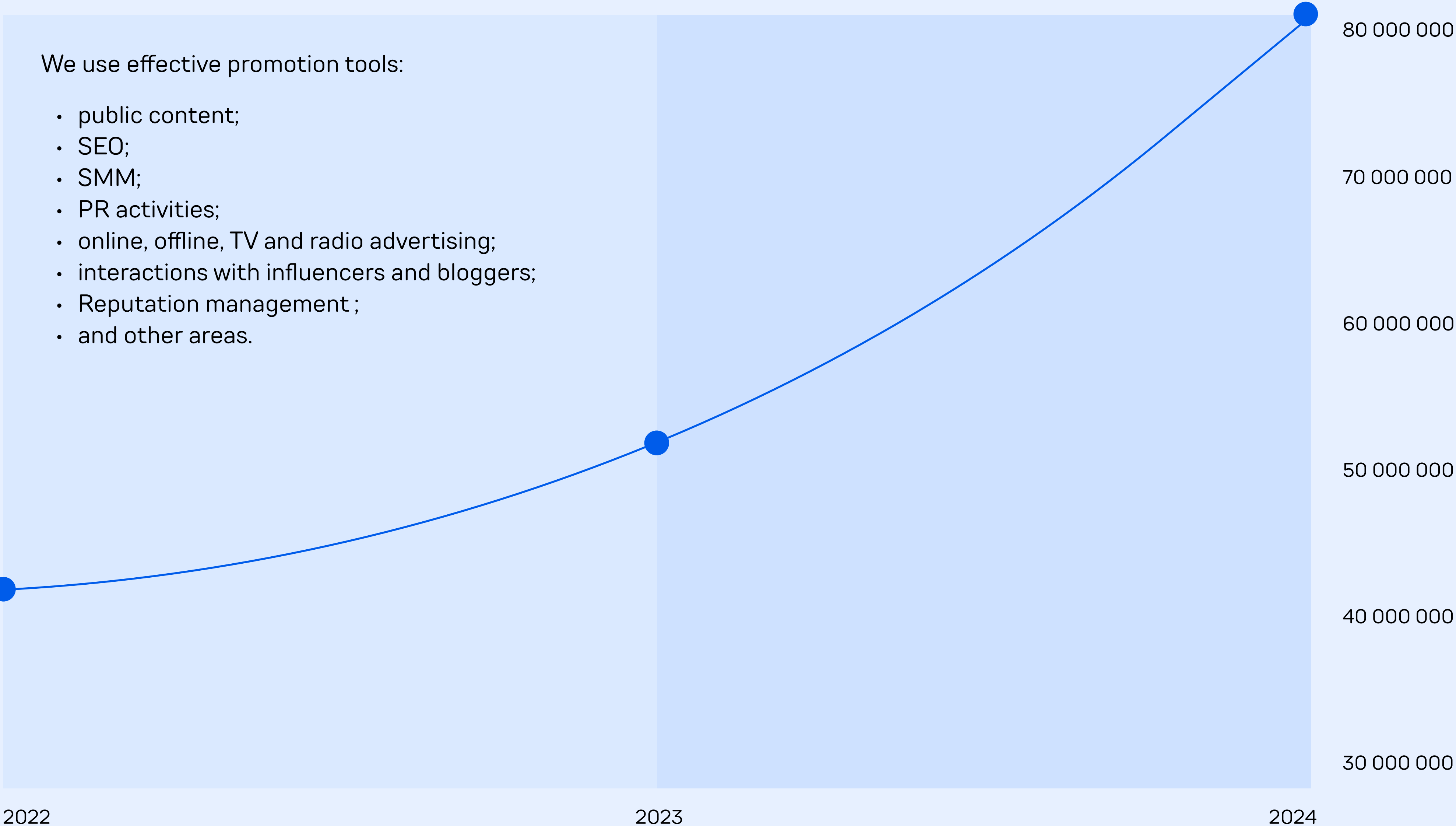
In partnership with factories, we engage in: developing unique industrial design and engineering gadgets (appearance, ergonomics, and functionality); hardware development; software development; supporting mobile and web services (API/SDK).

We accompany production at all stages of development, provide support for hardware and software, conduct product testing, gather customer experience, and integrate devices with mobile and web services.



Audience growth

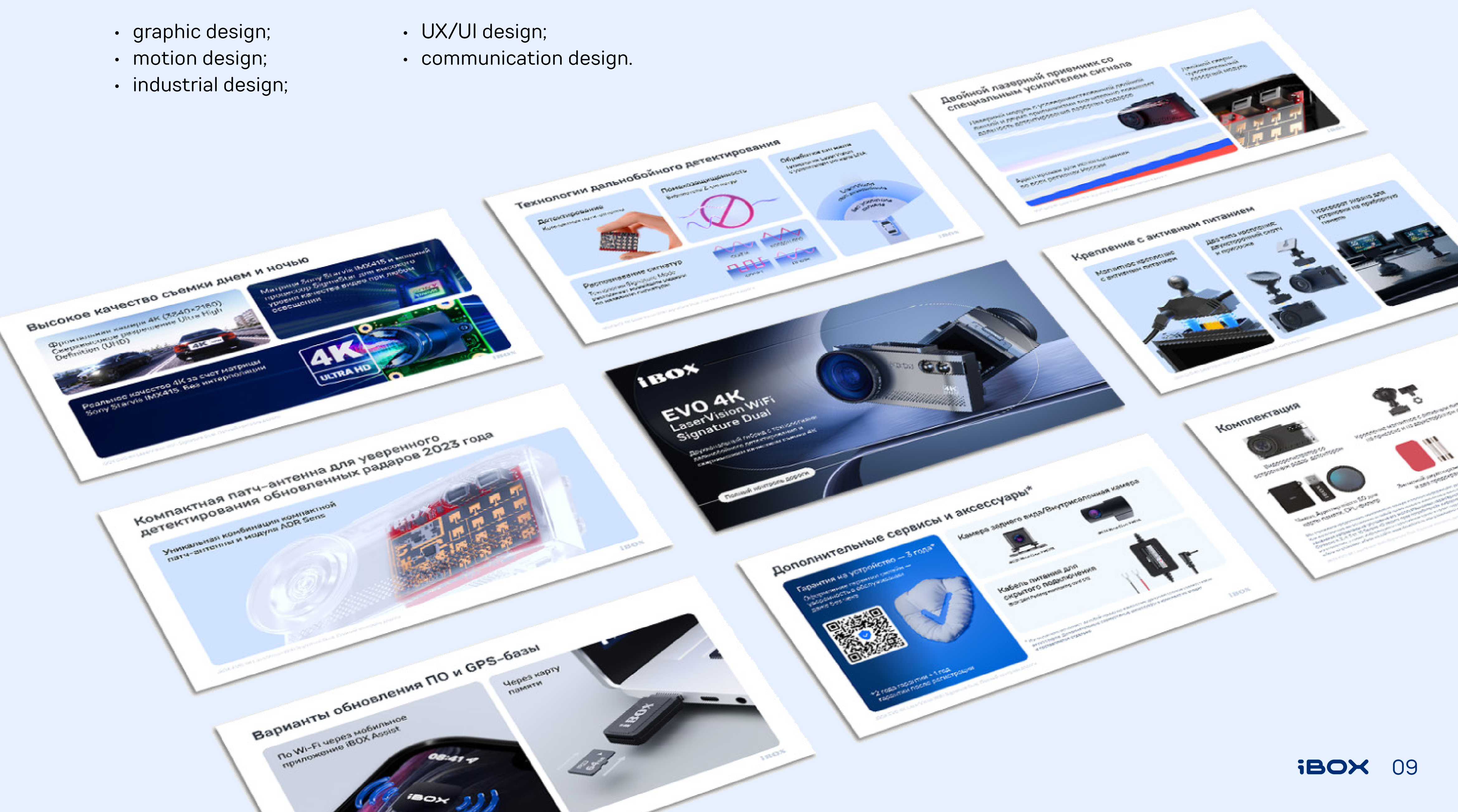
We work with full marketing campaign cycles, which is why the brand's audience has grown by 57% over the past year and currently stands at 80,901,546 people.



iBOX design

We have our own professional design department that fully develops all visual components of the brand. Employees work on tasks in the following areas:

- graphic design;
- motion design;
- industrial design;
- UX/UI design;
- communication design.



Customer Experience Research

User perceptions of interactions with a company and brand are becoming increasingly important. That's why we have implemented the Total Experience tool in our business, working with the customer at every stage of interaction.

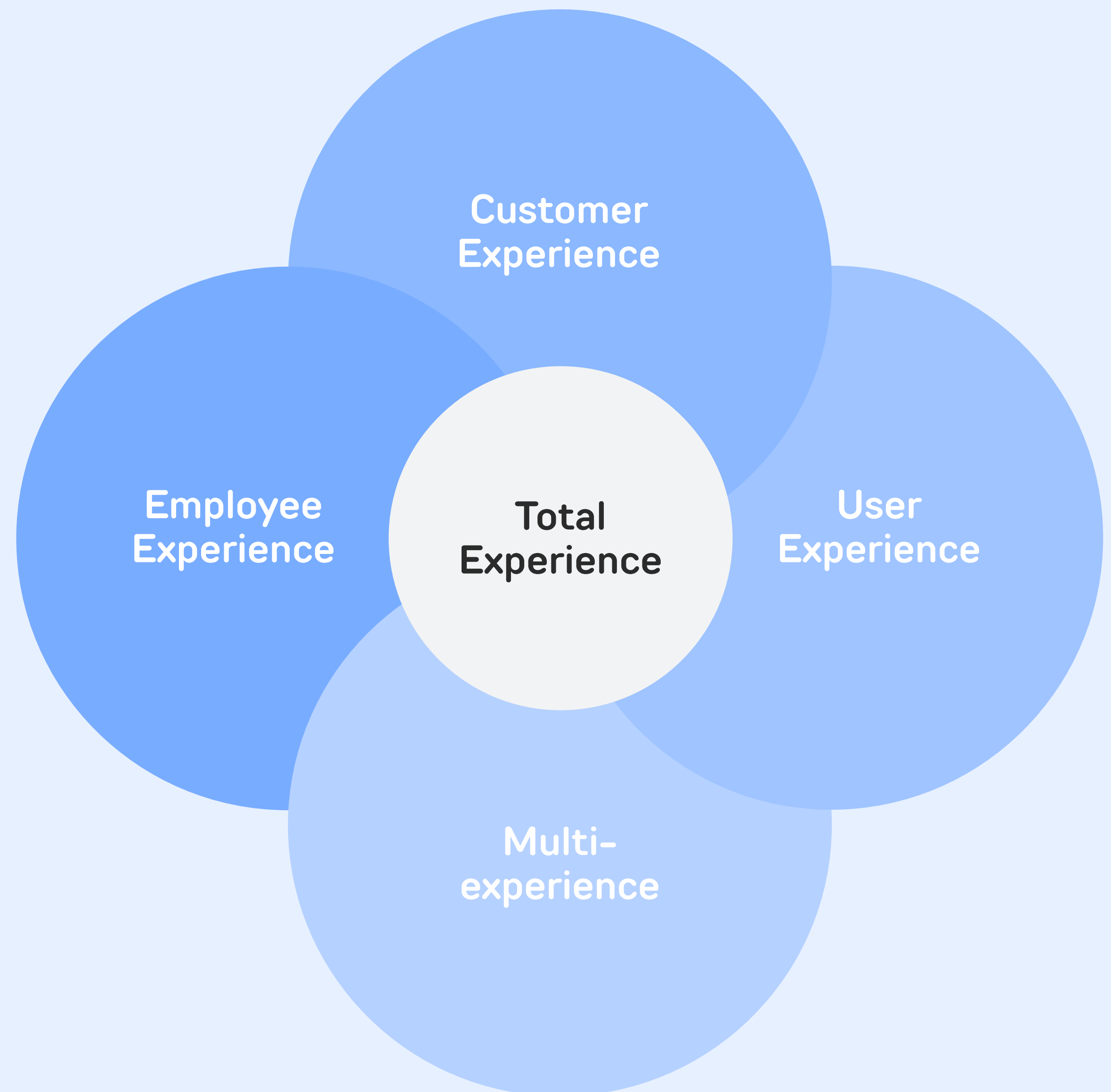
This allows us to track buyer sentiment, react promptly, and improve services and products. To achieve this, we conduct research in the following areas:

Customer Experience — how the client interacts with the brand;

User Experience — how the user interacts with our product;

Employee Experience — how the employee operates within the company;

Multiexperience — how user experience is enhanced simultaneously at various touchpoints with the brand.



iBOX digital warranty

The user receives extended warranty periods for their iBOX devices and confidence in the quality of the product. We gain the buyer's loyalty and get their contacts for marketing purposes.

The contacts we have obtained allow us to offer customers:

- More expensive and more modern devices (Upsell);
- Additional related products (Cross-sell);
- Fundamentally different product categories.

When a user registers their gadget, they receive a total of:

- 3 years warranty for combo-devices and radar detectors;
- 1.5 years warranty for dashcams.



iBOX service

Service centers in Russian cities.
Qualified technical online and phone support.
Users assistance with simple and difficult questions.
Customer-oriented approach in communication.
Warranty and post-warranty repairs.
Extended warranty periods.
Reputational reliability of the brand.



100%
warranty



Official online iBOX store:
catalog of car electronics and
accessories, software updates,
user support, and useful content.
www.iboxstore.ru

iBOX