

SOLUTION

Solution

Mr. Wilton turned to ThomasNet because he had clients that had worked with ThomasNet in the past. Mr. Wilton knew this was the best possible strategic move because ThomasNet's online sales consultant and engineers not only had the industry knowledge and expertise, but they already understood Aerzen's market niche and the highly specific needs of their customers. "It's a very vertical type of industry, and no one knows the industrial marketplace like ThomasNet," added Mr. Wilton.

ThomasNet created an online catalog that featured their key product lines. It was now easier for plant managers, engineers and OEM professionals to search for and find what they needed. ThomasNet structured Aerzen's product information in a compelling, easy-to-use format with "calls to action" such as downloading specs and PDFs, completing RFQs or purchase using ThomasNet's e-Commerce technology. From clicking on a photo on the homepage, to a detailed description on the product page, to the line-level drill downs, the online catalog gave buyers multiple pathways to content and enabled Aerzen to replicate sales conversations that once took place over the phone.

Aerzen's user sessions went from 1,390 to 2,485 within four months – a 40 percent increase.

RESULTS

Results

When Aerzen USA's website went live in January 2008, their new searchable online catalog dramatically impacted Aerzen's business. In fact, "we have seen many orders come in, and we're satisfying the needs of our customers exponentially more thanks to ThomasNet," noted Mr. Wilton. In the first few months of 2008 alone, the company sold \$6,000 in parts ranging from \$5-\$100—this is a very impressive total considering they were literally "starting from zero" in this area. Over 10 months, they also received 47 direct RFQ from the site. Some of these requests turned into sales from companies like Dupont, Holcim, Fluor and Cemex, averaging about \$20,000. In fact, prospective customers were so intrigued by the new site and product information that Aerzen's user sessions went from 1,390 to 2,485 within four months – a 40 percent increase.

"Since we launched our ThomasNet-built online catalog, we were blown away by the amount of search engine optimization this type of program brought to life," said Mr. Wilton. "With our new and more relevant content, prospects who typed what they were looking for into a search engine were quickly directed to Aerzen's site, leading to even more web activity. Ultimately, prospects stayed on the site to continue searching, to send in an RFQ, or perhaps to make an order."

Find out how ThomasNet Web Solutions can help you implement a complete, end-to-end web strategy that will enable you to succeed in today's online environment. Contact your local ThomasNet Representative by calling 866.662.0222 or visiting <http://Websolutions.ThomasNet.com>

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