

SOLUTION

Solution

In the spring of 2004, Thermax chose ThomasNet's online catalog solution. Thermax now features its entire product line on its website with detailed information and easy navigation and search capabilities.

"The implementation process for putting our product information online through the Catalog Solution was wonderful - my participation was minimal. They included photographs of our products, and it was just a matter of an edit and review," says Neclerio. Before the Catalog Solution, the company's website had no activity.

“Having our product information out on the Web had always been our weak link in our marketing plan. It was something that we just didn't have, and we knew we were missing opportunities by not being out there. And now that we are, we are seeing new opportunities coming our way.”

Maria Neclerio
Manager for Thermax



RESULTS

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The results have been impressive from the start. Today, Thermax's website receives an average of approximately 700 unique visitors each month, with 25% being repeat visitors, spending on average over 25 minutes per session. The Catalog Solution is generating nearly 28 inquiries a month - and that number continues to grow.

Thermax offers products to the aerospace, military, and automotive industries, as well as the sensor market. "Thermax products are a solution to manufacturing problems," Neclerio says. "ThomasNet provides us with a solution to get in front of buyers and engineers. The Catalog Solution was a very easy decision for us to make. It was a 'yes' from the first step."

"The three benefits we've been seeing from the Catalog Solution are qualified leads, a tool for us to communicate what's new with Thermax and our product line, and also a comprehensive source for our product information," says Neclerio.

Thermax is reaching its marketing goals online. Neclerio says, "Having our product information out on the Web had always been our weak link in our marketing plan. It was something that we just didn't have, and we knew we were missing opportunities by not being out there. And now that we are, we are seeing new opportunities coming our way."

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>