

SOLUTION

### Solution

ThomasNet created a comprehensive online catalog for AccuTherm that allows their buyers to search by dimensions, power consumption, application and other vital criteria, making it as easy as possible for prospective buyers to find what they need. Now, instead of hunting through a library of spec sheets to find product details, taking precious time to download, visitors to AccuTherm's site can evaluate and compare products, select the part that meets their exact need, request a quotation and even place an order right from the catalog. And, to maximize traffic to the site - and, ultimately, to the catalog - ThomasNet worked with Stilley to fine-tune AccuTherm's positioning in a number of key product categories on ThomasNet.com.

**AccuTherm receives more than 200 information requests each month from potential buyers who have already reviewed the company's products online and are ready to discuss specific applications, product availability or volume pricing arrangements.**

RESULTS

### Results

A key measure of success for AccuTherm is the number of qualified leads coming directly from its website. Before the online catalog went live the company received roughly 20 inquiries a month via the Web but few constituted viable sales leads. Now, AccuTherm receives more than 200 information requests each month from potential buyers who have already reviewed the company's products online and are ready to discuss specific applications, product availability or volume pricing arrangements. "Having an online catalog went from being a 'nice to have' to an 'absolutely must have' for AccuTherm," Stilley says. "Our catalog sales are up 60% in the first year, and there's no question that ThomasNet gets the credit."

But the real proof lies in the larger sized orders AccuTherm now finds itself profiting from. Before it put its complete product range online and optimized its positioning on ThomasNet.com, AccuTherm's typical order size ranged from \$200 to \$5,000. Recently, AccuTherm completed a \$500,000 order for 70,000 tubular heating elements - the largest single order in the company's history - from a previously unknown buyer referred to its site from ThomasNet.

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>

The screenshot shows the AccuTherm website's product catalog. The header includes the company logo and navigation links. A search bar is visible with the text 'Screw Plug Circulation Heaters'. Below the search bar, there is a list of products with columns for 'Part #', 'Voltage', 'R/Revolt', 'Length (inches)', 'Weight (pounds)', 'WPT (inches)', 'Watt Density (W/In)', 'These Phase Voltages (Volts)', and 'List Price'. The table lists various models such as CCH1-850-2T1, CCH1-250-2T1, CCH1-200-2T1, etc., with their respective specifications and prices.

Part #	Voltage	R/Revolt	Length (inches)	Weight (pounds)	WPT (inches)	Watt Density (W/In)	These Phase Voltages (Volts)	List Price
CCH1-850-2T1	120	1.5	18	14	1	80-86	N/A	\$452.10
CCH1-250-2T1	240	1.5	18	14	1	80-86	N/A	\$452.10
CCH1-200-2T1	120	2	18	14	1	80-86	N/A	\$452.00
CCH1-200-2T2	240	2	18	14	1	80-86	N/A	\$452.00
CCH1-250-1T1	120	2.5	22	16	1	80-86	N/A	\$470.80
CCH1-250-2T1	240	2.5	22	16	1	80-86	N/A	\$470.80
CCH1-300-1T1	120	3	22	16	1	80-86	N/A	\$481.80
CCH1-300-2T1	240	3	22	16	1	80-86	N/A	\$481.80
CHH2-30-2T1	120/240	3	24.25	20	2	48	N/A	\$936.10
CHH2-40-2T1	240/480	3	24.25	20	2	48	N/A	\$936.10
CHH2-40-2T1	120/240	4	31.25	27	2	48	N/A	\$983.40
CHH2-40-4T1	240/480	4	31.25	27	2	48	N/A	\$983.40
CHH2-50-2T1	120/240	5	31.25	27	2	48	N/A	\$1,038.40
CHH2-50-4T1	240/480	5	31.25	27	2	48	N/A	\$1,038.40
CHH2-60-2T1	120/240	6	31.25	27	2	48	N/A	\$1,094.50
CHH2-60-4T1	240/480	6	31.25	27	2	48	N/A	\$1,094.50
CHH2-80-2T1	120/240	8	38.75	36	2	48	N/A	\$1,211.10
CHH2-80-4T1	240/480	8	38.75	36	2	48	N/A	\$1,211.10
CHH2-90-2T1	120/240	10	46.25	43	2	48	N/A	\$1,261.70
CHH2-90-4T1	240/480	10	46.25	43	2	48	N/A	\$1,261.70
CHH2-120-2T1	120/240	12	54.25	50	2	48	N/A	\$1,327.70
CHH2-120-4T1	240/480	12	54.25	50	2	48	N/A	\$1,327.70
CHH3-60-3T1	240	6	31	86	2-1/2	48	240	\$1,276.00
CHH3-60-3T1	480	6	31	86	2-1/2	48	480	\$1,276.00
CHH3-75-3T1	240	7.5	31	86	2-1/2	48	240	\$1,366.00