## AccuTherm<sup>®</sup>, Inc.

A ThomasNet Case Study

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 finetune 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 availablity or volume pricing arrangements.

## 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

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	Despense information     Sec       Result 1 - 23 of 24     Sec       P (1011-5200-123)     Sec       P (1011-5200-123)     Cold 12000-123       P (1011-5200-123)     Cold 1200-123       P (1011-5200-123)     P (1011-5200-123)       P (1011-5200-123)     P (1011-5200-123)       P (1011-5200-123)     P (1011-5200-123)       P (1011-5200-123)     P (1011-5200-123)	Ingle Plants Value (Vella) 120 240 120 240 120 240 240 240 240 240 240480 120248 240480 120248 240480 120248 240480 120248 240480 120248 240480 120248	Et     Nilswatts       155     15       2     2       25     2       3     3       3     3       4     4       5     6       6     6       8     8       100     10       102     12	Langth indicated 18 19 19 19 19 19 22 22 22 22 22 22 22 22 22 2	December       14       14       14       15       16       16       20       20       27       27       27       27       27       27       27       27       27       27       27       27       27       26       37       38       39       39       39       30       30	(inclusion) 1 1 1 1 1 1 1 1 1 1 1 1 1	but       D0.65       D0.65 <td>Пене Рисс. Vichon (Vicho) 16A 16A 16A 16A 16A 16A 16A 16A 16A 16A</td> <td>1 1 1 1 1 1 1 1 1 1 1 1 1 1</td>	Пене Рисс. Vichon (Vicho) 16A 16A 16A 16A 16A 16A 16A 16A 16A 16A	1 1 1 1 1 1 1 1 1 1 1 1 1 1
	Degeneration     Description       Results 1-23 of 34     State       P     COID-500-012     F       P     COID-500-012     F       P     COID-500-012     F       P     COID-200-012	Ingle Plants Values (Virth) 120 240 120 240 120 240 120 240 240 240 240 400 240480 120248 240480 120248 240480 120248 240480 120248 240480 120248 240480000000000	2 Kilowath 15 15 2 2 2 3 3 3 3 3 4 4 5 6 6 6 8 8 10 10 12 12 6	Langth ing ing ing ing ing ing ing ing	December       14       14       14       16       16       16       20       20       27       27       27       27       27       27       27       27       27       27       27       27       27       27       36       36       36       36       36       36       36       36       36       36       36       36       36       36       36       37       38       43       50       50       50	Important     I       1     1       1     1       1     1       1     1       1     1       1     1       1     2       2     2	but       D0.65       D0.85       D0.85       D0.85       D0.85       D0.86       D0.86 <td><u>Тене</u> Ране Vichem (Vichi) NGA NGA NGA NGA NGA NGA NGA NGA NGA NGA</td> <td>1 Lise Prises 4452:10 4452:10 4452:20 4452:</td>	<u>Тене</u> Ране Vichem (Vichi) NGA NGA NGA NGA NGA NGA NGA NGA NGA NGA	1 Lise Prises 4452:10 4452:10 4452:20 4452:
	Degeneration     Second 1: 23 of 24       Result 1: 23 of 24     Second 1: 23 of 24       P     COLU-2009-232     Second 2: 23 of 24       P     COLU-2009-232     Second 2: 23 of 24       P     COLU-2009-232     Second 2: 23 of 24       P     COLU-2009-232     P       P     COLU-2009-232     P     COLU-2009-232       P     COLU-2009-232     P	India Planta Visita (Vetti 122) 245 120 245 120 240 120 240 120 240 240 240 240 240 240 240 240 240 2	22 Elevents 15 2 2 25 25 3 3 3 3 4 4 4 5 6 6 8 8 8 10 10 12 12 5 6 6 8 8 8 8 8 8 8 8 8 8 8 8 8	Landfill 18 18 18 18 18 18 18 18 18 22 22 22 22 24 25 22 24 25 24 25 31 25 32 35 35 35 35 35 35 35 35 35 35	Describe       14       14       14       15       16       16       20       20       20       27       27       27       27       27       27       27       27       27       27       27       27       26       43       50       65       65	Implementation     Implementation       1     1       1     1       1     1       1     1       1     1       1     1       2     2       2<	but       D0.65       D0.65       D0.65       D0.66       D0.66 <td>Пене Рани, Vichore (Volta) NA NA NA NA NA NA NA NA NA NA NA NA NA</td> <td>1 Lite Prises \$452.10 \$452.20 \$452.20 \$452.20 \$4570.80 \$470</td>	Пене Рани, Vichore (Volta) NA NA NA NA NA NA NA NA NA NA NA NA NA	1 Lite Prises \$452.10 \$452.20 \$452.20 \$452.20 \$4570.80 \$470
	Degeneration     Description       Results 1-23 of 34     State       P     COID-500-012     F       P     COID-500-012     F       P     COID-500-012     F       P     COID-200-012	Ingle Plants Values (Virtin 123 240 120 240 120 240 120 240 240 240 240 400 240480 120248 240480 120248 240480 120248 240480 120248 240480 120248 240480000000000	2 Kilowath 15 15 2 2 2 3 3 3 3 3 4 4 5 6 6 6 8 8 10 10 12 12 6	Langth ing ing ing ing ing ing ing ing	December       14       14       14       16       16       16       20       20       27       27       27       27       27       27       27       27       27       27       27       27       27       27       36       36       36       36       36       36       36       36       36       36       36       36       36       36       36       37       38       43       50       50       50	Important     I       1     1       1     1       1     1       1     1       1     1       1     1       1     2       2     2	but       D0.65       D0.85       D0.85       D0.85       D0.85       D0.86       D0.86 <td><u>Тене</u> Ране Vichem (Vichi) NGA NGA NGA NGA NGA NGA NGA NGA NGA NGA</td> <td>1 Lise Prises 4452:10 4452:10 4452:20 4452:</td>	<u>Тене</u> Ране Vichem (Vichi) NGA NGA NGA NGA NGA NGA NGA NGA NGA NGA	1 Lise Prises 4452:10 4452:10 4452:20 4452:

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.

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