

Irwin Industrial Tools Improves Site Visitor Experience and Boosts Sales with **SellPath™**



SITUATION

Irwin Industrial Tools, based in Huntersville, NC, is a part of Newell-Rubbermaid. Although the company does not sell direct to its customers, Irwin's website provides extensive product and support resources, making it a popular destination for trade professionals. In fact, Irwin.com offered nearly everything a hand tool customer could want - except a way to purchase products.

CHALLENGES

Irwin's Web Manager, Jim Deitzel, worked to continually enhance the user experience on the company's website. He knew that if he could connect Irwin.com site visitors to online retailers for product purchases, he could satisfy an important customer need that was currently unmet.

Ideally, the product purchase links would allow customers to buy a product from Irwin's channel partners in as few clicks as possible. However, with thousands of products, managing links for those products required greater resources than the Web team had access to in-house.

IRWIN Industrial Tools manufactures and distributes professional grade hand tools and power tool accessories worldwide for trade professionals who demand superior performance and durability on the job. IRWIN Industrial Tools' brand portfolio features user-preferred category leaders such as IRWIN®, Vise-Grip®, Marathon®, Quick-Grip®, Speedbor®, Strait-Line®, Unibit®, and Hanson®.

"Channel Intelligence is a valued partner. I recommend the SellPath solution for any manufacturing company that wants to improve the value of its website to its customers and dealers."

Jim Deitzel
Web Manager
Irwin Industrial Tools



"I wanted a way to direct consumers to retailers that sell our products so they could make a purchase easily right at the point when they decide they want to buy," said Deitzel. "But providing even generic links to online retailers was proving too cumbersome."

SOLUTION

Now, the tool manufacturer is able to achieve sell-thru with optimal integration of availability and price information from its channel partners through the **SellPath™** channel solution from Channel Intelligence (CI). With implementation on both Irwin.com and Straitline.com, site visitors can compare pricing across online retailers and easily purchase Irwin products.



SellPath™ Product Links, also referred to as the "buy-it-now-online" solution, allows customers to click straight to the buy pages of Irwin's online retailers. CI's patented technology instantly displays relevant product information such as stock status and price for every retailer selected by Irwin. When a customer goes to the product page of an online retailer, they see only the Irwin product they were just researching on Irwin.com, eliminating cross-sell potential from competing brands carried by that seller.

KEY RESULTS

IMPROVED SITE EXPERIENCE FOR CUSTOMERS

Deitzel's objective as Web Manager is to constantly improve the company's site experience for visitors. And he knew he was missing a critical component by not providing pricing and availability information.

Now the improved functionality at Irwin.com and strait-line.com allows customers to complete purchase transactions directly from the manufacturer's website – providing the convenience, time savings and choices that his customers value.

INCREASED PRODUCT SALES

Irwin is now able to provide direct links to product purchase pages on over 300 products for more than 20 retail websites selling its hand tools. And the retailers are seeing a difference on the bottom line - one retailer's sales tripled as a direct result of implementation of **SellPath™**!

Irwin has noted an overall increase in sales of its products since implementing the service. "Improving the level of service we provide our site visitors by offering the ability to purchase our products with minimal clicks has enhanced aggregate sales through our channel partners," says Deitzel.

MORE EFFECTIVE CHANNEL MANAGEMENT

Implementation of **SellPath™** has helped free up the website management team from the time and effort that was previously required to reach this channel and support the reseller program. Now, at a glance, Deitzel knows who carries his SKUs and how their various channel partners are performing.

"Channel Intelligence has provided a turnkey solution that lets us point ready-to-buy customers to our resellers," says Deitzel. "Our resellers appreciate the added sales support and the ease of providing accurate information on price and availability."

The image displays two screenshots of the Irwin website. The left screenshot shows a product page for 'Circular Saw Blades' with a list of products and a table of retailers. The right screenshot shows a product page for 'Miter Saw Laser Guide' with a price of \$29.97 and a 'Retailer' selection dropdown menu. A red box highlights the 'Retailer' dropdown, and a red arrow points to a list of retailers including Amazon.com, Ace Hardware, and Lowe's. A text box on the right side of the image reads: 'Two Clicks to Buy: One click displays a list of Irwin's retailers. A second click and the customer's ready to buy.'

DETAILED REPORTING TO SUPPORT MARKETING

SellPath™ delivers a number of key reports that indicate how marketing and advertising investments convert to channel activity. Irwin can access valuable details such as granular sales data, popularity of products, popularity of dealers and customer spending patterns.

"The reports Channel Intelligence provides are indispensable for benchmarking. We can make decisions based on actual channel sales results. I can determine effectiveness of marketing activities like email campaigns by actual clicks to retailers and corresponding sales," says Deitzel.

The **SellPath™** solution has helped Irwin Industrial Tools increase its overall sales and improve the level of service offered to site visitors, also providing decision support metrics and more leverage with channel partners. Channel Intelligence continues to work with the company providing its patented technology and assistance in expanding Irwin's online presence.

Visit us at www.channelintelligence.com and click "manufacturers"

Reach us at 1.866.559.2300 or sales@channelintelligence.com

1.321.559.2300 main

1.321.559.2379 fax



1180 Celebration Blvd

Celebration FL 34747