



e-Commerce  
Optimization Services

eSTAR CASE STUDY

## Building a Well-Oiled Machine

ThomasNet – the leading online destination connecting industrial buyers and sellers – kicks its advertisers into high gear with eStara Click to Call and Call Tracking, from ATG.

### THE CHALLENGE:

#### Stuck in gear

ThomasNet's mission is to help its advertisers stand out by providing online marketing and sales services that attract new buyers, generate new revenue sources, and grow their businesses. As an Internet company, ThomasNet gives its advertisers extensive online tracking and reporting. However, it was also looking to increase, track, and report offline conversions – especially phone sales – generated by its substantial online traffic. Adding offline conversions to its online reporting would complete the ROI picture and demonstrate the significant return on the advertising investments ThomasNet generates.

"Thanks to ATG and ThomasNet, I am now equipped with the knowledge that ThomasNet is generating the most leads and conversions. The detailed reporting is the best tool in my marketing arsenal, and I'm always prepared if I need to justify our marketing spend."

– Nancy Hilton  
Vice President  
BLM Automatic Clutch, Ltd  
(a ThomasNet client)



### THE SOLUTION:

#### Getting down to brass tacks

ThomasNet turned to ATG for a solution that would help them measure advertising performance as well as provide intelligence about their users' buying behavior. The answer came in the form of two ATG e-commerce optimization services: eStara Click to Call and eStara Call Tracking.

### THE RESULT:

#### Hitting the nail on the head

With Click to Call and Call Tracking, ThomasNet immediately began to improve its ability to track the offline performance of its advertisers' online campaigns, increase reported sales conversions, and better demonstrate ROI on its client's marketing spend. Wisconsin Oven and BLM Automatic Clutch Limited were among the advertisers that benefited from this optimized approach. Since implementing Click to Call and Call Tracking, ThomasNet's reported advertiser sales conversions have increased up to 28 percent.

**“It’s clear that eStara Call Tracking and Click to Call deliver robust and powerful capabilities that make advertising on our Web site a compelling and worthy investment. We look forward to continuing our partnership with ATG and rolling out their services, which not only benefit us, but our customers and buyers as well.”**

– Pat Daloisio, Director, Strategic Business Initiatives, ThomasNet

## The Story

ThomasNet is the number one purchasing destination for industrial buyers looking for anything and everything for their business. The free-to-search site displays listings from more than 607,000 companies across 67,000 product and service categories, providing a one-stop purchasing resource. The site also carries detailed product information, free Purchasing Tools, Forums, CAD drawings, and the latest industry news.

For the ThomasNet industrial advertiser, the site provides ample opportunity to attract new customers, discover new markets, and uncover new revenue streams. More than three million buyers visit the site each month, offering businesses a rich medium on which to target qualified leads.

ThomasNet sought to enhance its impressive Web traffic by further strengthening its ability to articulate the site’s value for advertisers. The company knew ThomasNet.com generates buyer calls and inquiries, but needed additional performance metrics and detailed reporting to give customers a complete picture. A large amount of direct contacts from online users to advertisers occurs by phone, especially for suppliers of custom industrial products, and these calls were not always being credited to ThomasNet.

To address this challenge, ThomasNet decided to implement eStara Call Tracking and Click to Call from ATG, rolling these services out to premium advertisers. Pat Daloisio, Director, Strategic Business Initiatives for ThomasNet, recalls, “We wanted to implement something that would generate results from day one. We looked into other offerings in the market, but it became clear that ATG – with its host of optimization and tracking services – was the best choice.”

## Drilling down to the details

ThomasNet gained immediate insight with Call Tracking and Click to Call, each solution providing complementary features and benefits. eStara Call Tracking enabled ThomasNet to assign a unique local or toll-free number to advertiser listings posted on its site and measure in real-time the inbound phone response each advertiser received. ThomasNet was then able to generate a report to each of its customers with call metrics as well as contact details for each and every caller, including name, phone number, and ZIP code, providing valuable buyer intelligence while ensuring no lead was lost.

## About ATG

A trusted, global specialist in e-commerce, ATG has spent the last decade focused on helping the world’s premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalized, efficient and effective e-commerce sites. The company’s platform-neutral e-commerce optimization services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations and eStara Connections. For more information, please visit <http://www.atg.com>.

©2008 Art Technology Group, Inc. ATG, Art Technology Group and the ATG logo are registered trademarks of Art Technology Group. All other trademarks are the property of their respective holders. NASDAQ:ARTG

## Full Steam Ahead

With the click of a mouse, Click to Call enables potential buyers to click on a company’s listing and immediately speak with a sales/service representative who will answer any of the buyer’s questions. This real-time, interactive assistance has helped ThomasNet clients increase their sales conversions, as well as improve customer loyalty and contact center efficiency.

Wisconsin Oven Corporation has been designing, engineering, and manufacturing industrial ovens and other heating equipment for 35 years. The company has had great success with ThomasNet and is a fan of ThomasNet’s Call Tracking and Click to Call features. Andrea Rawlings, Marketing Manager at Wisconsin Oven said, “Engaging online customers when it matters most – at the time of their purchasing decision – has been a key strategy for us. This is a win-win-win situation – buyers feel they are getting exceptional customer service, Wisconsin Oven benefits from their purchase, and ThomasNet drives qualified buyers who are pleased with their experience to our site.”

BLM Automatic Clutch Limited, based in Toronto, Canada, has also benefitted from both Call Tracking and Click to Call. The custom manufacturer of centrifugal clutches found that offering more touch points during a buyer’s online session is effective. Additionally, the ability to measure specific campaign performance was compelling. “Like any executive in this industry, I was faced with having to do more with less and use my marketing budget as effectively as possible,” said Nancy Hilton, Vice President. “Thanks to ATG and ThomasNet, I am now equipped with the knowledge that ThomasNet is generating the most leads and conversions. The detailed reporting is the best tool in my marketing arsenal, and I’m always prepared if I need to justify our marketing spend.”

## Delivering the goods

Given the success of Call Tracking and Click to Call, ThomasNet plans to continue rolling out these services to new and existing customers. Since the solutions were implemented, customer sales conversions have increased up to 28 percent.

Daloisio said, “It’s clear that eStara Call Tracking and Click to Call deliver robust and powerful capabilities that make advertising on our Web site a compelling and worthy investment. We look forward to continuing our partnership with ATG and rolling out their services, which not only benefit us, but our customers and buyers as well.”

