



An Average of 250 New Customers Per Month

Moore Industrial Hardware
Distributor of specialty hardware

THE CHALLENGE

With an extensive inventory, outstanding customer service, and same-day delivery available, Moore Industrial Hardware is the distributor that customers select to meet their most urgent needs. That typically means lots of small orders, in the hundreds of dollars, and very little repeat business. “Small orders only work well if we have a steady stream and high volume of new orders to ensure our customer base is always growing,” said Jim Voss, general manager. Moore needed to constantly get in front of and engage new buyers. In addition, it was proving increasingly expensive to produce a massive print catalog that — due to changing and expanding inventory — was out-of-date the day it went to press. A more efficient way of featuring as many products as possible was required.

THE SOLUTION

ThomasNet replaced the costly print catalog with a new website featuring an easily updatable, searchable online catalog, efficiently and effectively solving the problem. The rich detailed content in the online catalog — including targeted keywords, technical language, and specification information — helps Moore consistently rank highly in search engine results. High ranking in search categories based on carefully researched content now draws a high volume of urgent-need, ready-to-purchase customers to Moore’s site.

THE RESULTS

In the first year after the site’s launch, Moore secured a record-breaking 1,540 new customers — numbers which rose to 1,772 and then 2,392 in subsequent years. The website has consistently been responsible for 50% of Moore’s sales growth. Other key results include:

- A new customer who placed a \$28,000 order – when the average order is \$250
- Search engine referrals increased from 8,000 to 45,000 in the first year
- International customer expansion to Canada, Spain, the U.K., Mexico, and Italy

The website has also drawn better quality leads and created a more efficient sales process. Customers who have searched the website and chosen the parts they need contact Moore ready to buy, whether placing a phone order or submitting an RFQ. “We’ve enjoyed a terrific partnership with ThomasNet,” concluded Mr. Voss. “Our contacts there think about how to sell our products as much as we do. They know our business and what our customers need online, and it shows.”

Moore Industrial Hardware’s results:

- 70,000 search engine referrals in one year
- A 33% increase in customer base after one year
- Record-setting revenue growth for the company

“ The online catalog has become the focal point of our selling strategy. We’re winning business from customers now who would never have been able to find us in the past. ”

-Jim Voss
General Manager
Moore Industrial Hardware