



## 190west Helps Festool Products Boost Traffic, Increase Conversions, and Drive Revenue

### THE CLIENT

Festool Products is an online specialty store featuring Festool power tools and accessories for wood workers, cabinet and furniture makers, automotive enthusiasts, and affluent hobbyists who demand uncompromising quality and performance. Owned and operated by The Tool Nut, festoolproducts.com is part of a nationally recognized, family-run contractor and woodworker supply outfit, which includes four e-commerce websites and a brick-and-mortar store in Yorktown Heights, New York.

### THE CHALLENGE

Sean Ackerman, Vice President, joined the Tool Nut in 1998 to help run the established family business and guide it to new levels of success. After learning all aspects of the operation, Ackerman soon recognized that e-commerce presented the company's greatest opportunity for growth. He oversaw the creation of four e-commerce sites, including festoolproducts.com, and started leveraging programs like Google AdWords™ to boost traffic and sales. After trying to manage and grow e-commerce on his own for more than a year, Ackerman decided to bring in certified experts to fully optimize the online stores and increase conversion rates.

*"I came to the realization that unless I was going to remove myself from the day-to-day tasks of running the company and become an expert in digital marketing, I needed to hire professionals with **a proven track record for optimizing e-commerce sites** to drive revenue."*

– Sean Ackerman, Vice President

### RESULTS AT-A-GLANCE

190west has helped [festoolproducts.com](http://festoolproducts.com) achieve impressive year-over-year improvements:

#### AdWords Campaign

Click-through-rate up **489%**

Revenue-per-click up **60%**

Total ROI up **106%**

#### Site Traffic

Total visits up **79%**

Search Visits up **92%**

#### Sales & Revenue

Total conversions up **486%**

Average order value up **13%**

Revenue from all sources up **114%**

**FESTOOL**  
PRODUCTS.COM

# THE SOLUTION

At the recommendation of a friend, Ackerman contacted 190west, a digital marketing agency that helps clients develop and deploy integrated marketing campaigns that drive revenue. The 190west team offered the proven experience in search engine optimization (SEO), pay-per-click (PPC), content marketing, conversions, and other online marketing disciplines that The Tool Nut needed to improve search rankings, drive web traffic, and maximize conversions for bottom-line results.

“When I spoke with 190west, there was no sales pitch,” adds Ackerman. “Instead of some account rep reading a boilerplate script, the firm’s principal simply explained to me how his team could help The Tool Nut make more money. I could tell he was an honest businessman and that his focus was on building a mutually beneficial relationship.”

# THE PROCESS

190west wasted no time putting its expertise to work for festoolproducts.com, starting with search engine optimization and improvements to its Google AdWords campaign. After seeing immediate results, Ackerman increased his e-commerce budget so 190west could make other conversion enhancements, including:

- Overseeing a redesign of the website to support the buy cycle
- Adding a Live Chat feature to help site visitors get instant answers to questions
- Implementing dynamic product retargeting, A/B testing calls-to-action, and usability testing the website
- Launching a KnowledgeCenter to position festoolproducts.com as a reliable, expert resource
- Highlighting trust marks such as product reviews, free shipping, and the Buy Safe guarantee
- Auditing the checkout process to remove potential conversion barriers

Festool’s no-discount policy, which stipulates all dealers charge the same prices for its products,

made it all the more important for the Tool Nut to maximize conversions through differentiation. 190west introduced new tactics, such as Live Chat, trust marks, and dynamic product retargeting, aimed at achieving this goal.

“When you work with 190west, the process is highly collaborative because you’re dealing directly with the people doing the work,” said Ackerman. “I could reach out to anyone on the 190west team through Gchat, email, text, or phone call — any time of the day, any day of the week — with an idea, question, or request. 190west offers the best of both worlds: the responsiveness of a small firm and the turnaround and results of a much larger agency.”

# THE RESULT

After working with 190west for less than 18 months, festoolproducts.com has already experienced significant gains. The company’s AdWords campaign click-through rate has increased 489% and revenue-per click has increased 60% year over year. Total return on its AdWords investment is up 106%.

The website redesign, SEO, and conversion enhancements have paid off, too. Total visits have increased 79% and search visits have increased 92% year over year. Conversion rates are up an impressive 486%. As a result, the online store’s average order value has grown 13% and revenue from all sources has skyrocketed — up 114% from the previous year.

Based on the exceptional results 190west has delivered for festoolproducts.com, Ackerman has asked the firm to optimize e-commerce for the other online stores in The Tool Nut Network: toolnut.com, powertoolsupercenter.com, and machinesmachines.com.

“190west is a firm I can trust — as digital marketing professionals and as people,” concludes Ackerman. “They’ve helped grow my business and the numbers don’t lie; it’s been a phenomenal increase.”

For more information call **(866) 538-8196**, email **info@190west.com**, or visit **www.190west.com**.

