



# Fannie May Candies

| www.fanniemay.com

## E-COMMERCE



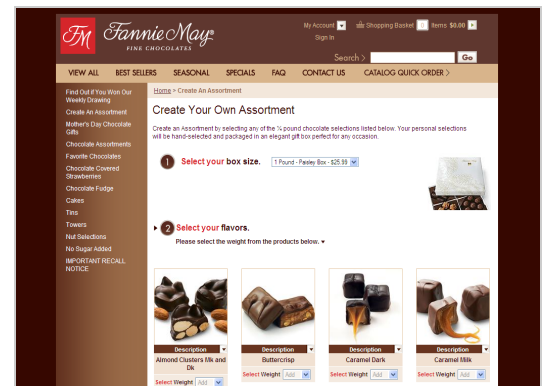
Fannie May Candies first teamed up with Americanegale.com in 2003 to reform their online commerce strategy. The goal of this effort was to improve the site's navigation and checkout process to give their customers an easier and more enjoyable shopping experience.

Having attained increased traffic and revenue with redesigns in 2003 and 2004, Fannie May requested the help of Americanegale.com for a third time in 2007, in order to obtain a renewed graphic design with several of the newest e-commerce tools to further build customer loyalty. Today, the site undergoes constant upgrades and maintenance to drive ongoing success.

### features

- Editable Homepage Images
- Shop-by Price
- Catalog Quick Shop
- Create Your Own Assortment Tool
- Enlarged Images
- Product Reviews
- Cross-Selling Tool
- Multiple Ship-To
- Gift Cards
- Marketing Modules
- Customer Accounts
- Gift Reminder System
- Content Management System
- Inventory Integration
- Email Marketing System

### Create Assortment Tool



### Product Page

