



WeatherTech

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E-COMMERCE



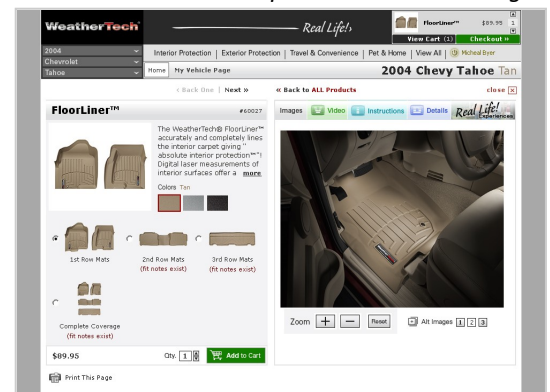
MacNeil Automotive, manufacturer of WeatherTech products, first approached Americaneagle.com in 2002 to build a site that would better accommodate their thousands of products. The goal was to provide customers with an easy, efficient way of searching through their extensive line of automotive accessories. With a re-design that focused on advanced navigation and search functionality, online sales improved remarkably and the site now generates thousands of orders per year.

Rolling with this success, the company paired up with Americaneagle.com a second time for another major overhaul, which included implementing advanced technologies to further enhance online merchandising.

features

- Editable Homepage Images
- Flash Accents
- Shop-by Vehicle
- Split-Screen Shopping
- Pop-up Shopping Assistant
- Enlarged/Alternate Images
- Dropdown/Instant Shopping Cart
- Marketing Modules
- Affiliate Program
- Customer Accounts
- Shop My Vehicle(s)
- Customer Rewards Program
- Content Management System
- E-mail Marketing System

Split-Screen Product Page



Instant Shopping Cart

