



Leading International® dealer & service provider, and largest Iowa dealership, with locations throughout Iowa, serving local, regional and national clientele, O'Halloran International was founded in 1981, is 100% employee-owned and operated, and has expanded to four locations in Iowa including Altoona, Fort Dodge, Carroll and Cherokee. AdEasel was chosen by O'Halloran International to work closely with its in-house team, as well as its suppliers & partners to design, develop, manage and market O'Halloran's online & offline web & marketing programs and proactively adapt to changes in the dynamic marketplace.



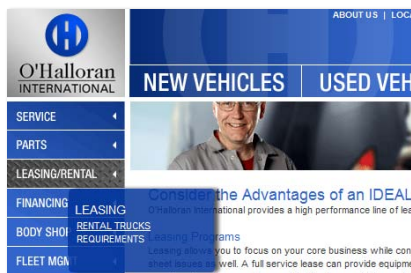
OHallorans.com

## Iowa's Largest Full-Service International Truck Dealership: Keeping Your Truck Rolling!



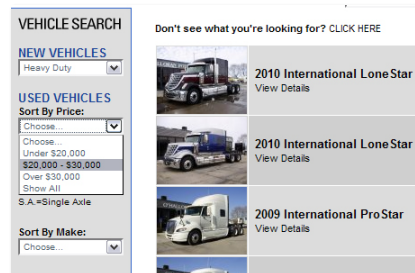
AdEasel designed and developed a new look and feel for this employee owned and operated dealership that has continued O'Halloran's focus on impeccable customer service and staying power. The tools developed for O'Halloran have allowed them to manage up to 95% of their web content through both custom built content management systems and inventory systems supplying customers with a beneficial experience.

### Beneficial User Experience



User Experience is crucial to both engaging users and converting them into clients. AdEasel created O'Halloran's web site as a direct reflection of the overall business' ability to provide a helpful & beneficial customer service experience. In this vein, we've worked to develop an intuitive site that provides users with a thoroughly branded experience.

### Inventory Management



AdEasel developed an inventory management system to showcase all featured new and pre-owned International Trucks for sale through O'Halloran's. Employees upload images of the trucks along with several specs including year, mileage & price amongst others info. Users can then target their online search by sorting for trucks by make, price, size and model.

### Increasing Truck Sales



Integrated into the inventory management system is an image file database which allows employees to upload truck images to the web site. Potential buyers can take a look at nearly all aspects of the trucks including the inside of the cab, the navigation controls, and the body features, all from the comfort of their own home. It doesn't get much easier than that.

*Download additional case studies and learn more about our agency online at AdEasel.com.*