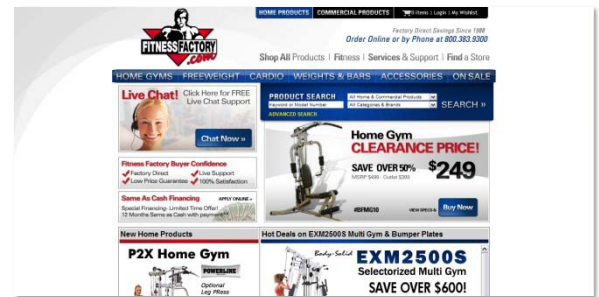
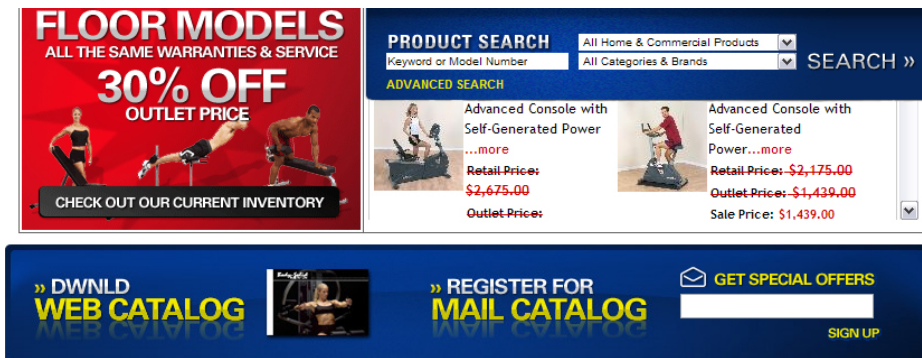


Fitness Factory is a leading fitness equipment retailer that offers equipment which performs to the highest standards of the most demanding fitness enthusiasts. The products and brands that they supply consist of heavy duty, precision crafted and the most technologically advanced fitness equipment on the market. AdEasel was tasked with overhauling the entire online experience including the development of a full scale eCommerce system, enhanced product search ability, customer & inventory management systems and tracking & reporting applications.



FitnessFactory.com

The Finest Heavy Duty, Precision Crafted & Technologically Advanced Fitness Equipment



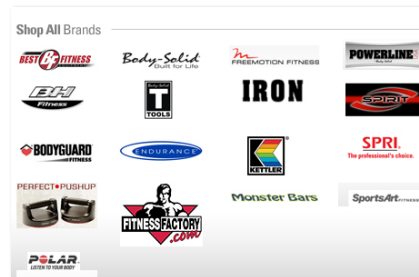
Building a convenient and interactive shopping experience was the central focus for Fitness Factory. The entire site and management systems are all tightly integrated with customer & inventory management, shipping & freight applications, reporting, sales & marketing, and special promotions for maximum value and efficiency. This provides customers with the best overall experience from initial product research and selection to product orders and reorders.

Product Search



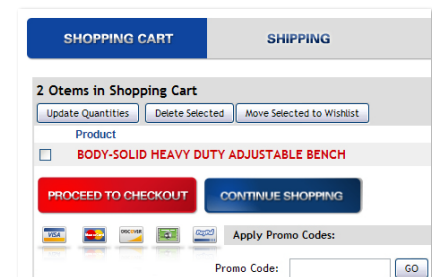
Enhanced product search functionality has also been integrated whereby users can search for products according to their needs and personal preferences. All products are searchable by home & commercial, product name, model & SKU, keyword, price, brands, categories & price making searches a breeze.

Shop All Brands



Fitness Factory features some of the most technologically advanced fitness brands in the market including Best Fitness, Body-Solid, FreeMotion Fitness, Powerline, Star Trac, Iron, Spirit, TKO Fitness, Endurance, Bodyguard Fitness, Kettler, SPRI, Volume Fitness, BodyRev, Monster Bars, SportsArt, and Wright Rubber.

Shopping Cart



AdEasel's goal was to provide customers with the easiest path and best overall experience and is designed for long-term expansion of products, content, and resources, which will help Fitness Factory increase sales, remain agile in the online market, improve organic search rankings, increase site visits and pageviews.

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