

**A Case Study
Published by
Walsworth**

Walsworth®



165 Years

U.S. MANUFACTURING

W | **Klein Tools
Case Study**

Digital Editions Pro Increases Interactivity and Page Views for Klein Tools

Description

For 165 years, Klein Tools has earned their reputation for supplying only the finest quality products for users of professional hand tools, test and measurement and occupational protective equipment. By utilizing only the highest quality materials and offering superior workmanship, they are able to uphold those rigorous standards, all while keeping their manufacturing facilities as close to home as they can. As Klein Tools' print production and distribution partner, Walsworth is always willing to go the extra mile to ensure their printed and electronic catalogs match the ambitious standards to those Klein Tools has for their products.

Challenge

As an existing print and digital Walsworth customer, Klein Tools was excited to use Walsworth's updated digital platform, Walsworth Digital Editions Pro. This platform is a unique offering that creates a more intuitive and interactive digital catalog for their audience.

The challenge Klein Tools primarily faced was the setup with certificates and the complexity of the back end. Overall, this project was a welcome learning curve for both Walsworth and Klein Tools.

Solution

To create this entirely interactive catalog using Walsworth Digital Editions Pro, Walsworth's digital team as well as Klein Tools' IT department were heavily involved, especially during the transition of the hosting component. Walsworth's Digital Products Support Specialist Dawn Korp was available during each step to help solve any problems the Klein Tools team experienced throughout the project.

For past e-catalogs with Walsworth, Klein Tools created custom links, which are more of a manual process and take a long time to prepare. This time, Walsworth saved Klein Tools hours of tedious work by providing a two-phase option involving the implementation of execution catalog book links first and the custom links second.

Results

This project was successful for both Klein Tools and Walsworth. Walsworth exceeded expectations with an early delivery of the second phase, which completed the book, and Klein Tools remained on budget for this project by partnering with Walsworth.

For full year 2021, Klein Tools' 337-page, interactive catalog had 2,357,748 sessions (+13.4% from 2020) and 1,642,586 Page Views (+6.9% from 2020).

Visit catalog.kleintools.com to view Klein Tools catalog created with Walsworth Digital Editions Pro.

Top 10 pages with page-view counts:

1. Cover: 33,691
2. Index: 19,062
3. Page 1 – What's New: 17,917
4. Page 2 – What's New 2: 15,560
5. Page 3 – Contents 2: 14,202
6. Page 4 – History 2: 11,326
7. Page 13 – High Leverage Lineman's Pliers: 11,025
8. Page 9 – Pliers: 10,907
9. Page 12 – Lineman's Pliers: 10,859
10. Page 14 – Lineman's Pliers 2: 10,788

