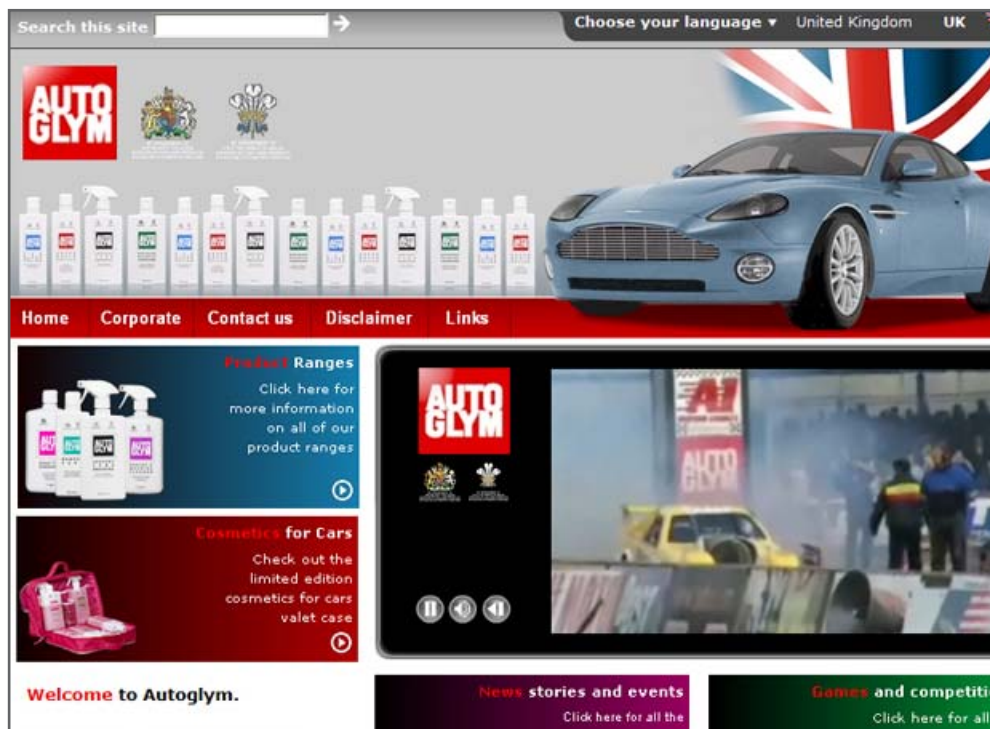


## Case Study



**Autoglym** is a World leader in providing car care and maintenance products and as a result their website reflects this high quality standard.

It is essential that the website offers a mix of product information to the consumers and a full technical knowledgebase for retailers and commercial partners throughout the World.

Effective Digital has managed the Autoglym website for a number of years working closely with staff at Autoglym to fully understand their business.

During this time we have developed numerous ways to attract a varied mix of visitors to the website, including a selection of micro-sites and competition that are updated on a regular basis.

[www.autoglym.com](http://www.autoglym.com)

### Site features

- Content Managed Systems
- Internet & Intranet/Extranet
- Multi-Language, personalised content
- Multimedia content
- Advanced Internal Reporting tools
- Managed document library
- Visitor Tracking
- Competitions and Games

We have used Effective Digital since AutoGlym.com was created in 2000. They are responsible for the look, feel and on-going development of the site.

From day one we have received (and continue to receive) praise regarding the site's look and ease of use from around the world. As a company innovation is key to our business, so it is essential that our website remains fresh and appealing to our customers.

We have a diverse customer base and developing a site to appeal to all ages has required a lot of imagination and hard work.

What sets Effective Digital apart from other web agencies, or indeed agencies in general, is their very friendly and open way of going about business. Over the years this has allowed us to develop a very honest and open relationship.

If they think my idea is a bad idea they will tell me even if it means they miss out on some extra development work. I trust their judgment implicitly and I know that the reputation of our site is their primary concern.

They have also taken time to get to know our product range and our brand values, so in many ways it is as if we have an in-house web department.

If our other marketing agencies had their reaction times and attention to detail I would have a very easy job!

**Oliver James**  
Marketing Manager, Autoglym.

