

## Merchants Fleet Management Wins IMA Outstanding Achievement Award

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Today, Merchants announced it has been awarded the IMA Outstanding Achievement Award for their website; [merchantsfleetmanagement.com](http://merchantsfleetmanagement.com). The outstanding achievement award is the second highest honor given by IMA representing a very high standard of planning, execution, and overall professionalism. Merchants scored 469/500 points scoring highest in feature functionality (99/100) and content (97/100).

Merchants redesigned its website in July of last year in partnership with Stackpole Partners (UX design) and Americaneagle.com (development). “The partnership between both agencies allowed us to execute an award-winning user friendly site loaded with industry content and resources in a very compressed timeline” said Tracy Durocher, Assistant Director of Marketing.

The site, built on a Sitefinity CMS, features both informational pages on the fleet management company as well as many industry resources including; whitepapers, infographics, listicles, videos, articles, and OEM build out dates.

### **About Merchants**

For more than 50 years, the experts at Merchants Fleet Management have been providing customized, total fleet management and leasing solutions. We give leasing terms that fit your risk level, and the [fleet management services](#) that you need to help your fleet function more efficiently. See how Merchants combines the full power of strategic fleet management expertise with data-driven analytics to help you take your fleet further with TotalView. For more information about Merchants, visit [www.merchantsfleetmanagement.com](http://www.merchantsfleetmanagement.com).

### **About Americaneagle.com**

Americaneagle.com, Inc., founded in 1978, is a leading Web design, development, and hosting company based in Des Plaines, Illinois. Currently, Americaneagle.com employs approximately 350+ professionals in offices throughout the country including Chicago, Charlotte, Cleveland, Dallas, Fort Lauderdale, Los Angeles, Philadelphia, New York, and Washington D.C. Some of their 7,000+ clients include Komatsu USA, FASTSIGNS, Stuart Weitzman, WeatherTech.com, Chicago Bears, and the American Dental Association. For additional information about Americaneagle.com, visit [www.americaneagle.com](http://www.americaneagle.com).

### **About Stackpole**

Stackpole is an award-winning marketing communications agency specializing in the fleet management, banking, finance, legal and professional services industries. Founded in 1995 and located in Newburyport, MA, Stackpole builds strong brands and drives business through strategic, integrated, multi-channel marketing communications programs. Stackpole has designed campaigns for: Merchants Fleet Management, Thomson West, Goodsill LLP, Nutter LLP, Holland and Knight, LLP and Radius Bank.

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