

ASME

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www.ASME.org
Client Since: 2005

“We were drawn to GlobalSpec because it has the largest user pool on the Web that I know of. In fact, it has the largest quality audience of engineers that I know of anywhere. GlobalSpec promises lead generation and tracking, and it has been working wonders in that respect. The leads have been pouring in.”

Jason Kaplan
Marketing Manager
ASME

Company Profile

Founded in 1880 as the American Society of Mechanical Engineers, ASME is a leading provider of technical information, training, and education for the engineering profession, and for industry. Through their products, services, and programs, ASME offers access to an assortment of resources, enabling engineers to maintain a competitive edge, enhance career development, and stay connected to a global network of peers.

ASME sets the standard in programs for safety codes and standards, advocacy, professional development, and early career engineers, while promoting the art, science and practice of engineering throughout the world.

Marketing Goals & Strategy

Jason Kaplan, marketing manager for ASME, says, “Quite simply, our marketing goal is to get our products and services out in front of as many engineers around the world as possible. We have our own database of members that we reach out to frequently, but we need to reach beyond that. We need to put our message into the channels where engineers get their information on a daily basis.”

The IHS GlobalSpec Solution

ASME benefits from the large audience of engineering professionals that IHS GlobalSpec has to offer by purchasing sponsorships in IHS GlobalSpec e-newsletters including *Specs & Techs*, a weekly flagship publication reaching over 1.2 million subscribers, as well as a variety of product-centric e-newsletters designed to reach a more specific, targeted audience, including *Plant & Facilities Engineering*, *HVAC*, *Engineering Management* and *Alternative Power*.

“We began doing e-newsletter sponsorships in *Specs & Techs* and in some of the product-centric e-newsletters, and the response has easily tripled from what we had been receiving before.”

In Their Own Words

Jason Kaplan, marketing manager for ASME, says, “From an ‘outside our membership’ standpoint, GlobalSpec is our number-one source of leads.”

“GlobalSpec delivers a whole host of leads to which we can promote our products and services.”

“GlobalSpec definitely fits into our corporate mission to become a global provider.” “I am very impressed by the spirit and attitude of the GlobalSpec team; they are always willing to go the extra mile. Every time I talk to people at GlobalSpec, it seems like they love their jobs.”