

Festo USA

395 Moreland Road
Hauppauge, NY 11788

www.festo-usa.com
Client Since: 2004

“GlobalSpec also helps us with branding. When we do a newsletter sponsorship – and we have done several – we can instantly see how many people have clicked through to our website and are now aware of our company and what we have to offer. Those are people who probably would not have been aware of Festo USA otherwise, and that’s a measurable result.”

Chris Stabile
Marketing Communications Manager
Festo USA

Company Profile

Festo Corporation is an automation components and systems supplier that serves a wide spectrum of industries ranging from semiconductor wafer processing and assembly, to food and packaging; from medical and pharmaceuticals, to automotive. Offering tens of thousands of products, Festo Corporation’s broad mission is to help companies realize their optimum productivity through enabling them to automate their processes, thereby allowing them to be as profitable as possible.

Marketing Goals & Strategy

Festo Corporation is focused on delivering its message to primary design and manufacturing engineers who are specifying automation equipment, as well as executives and senior-level management who are making broad decisions about automating complete factories. The company is faced with several marketing challenges. First, it wants to deliver its message externally, breaking through the vast abundance of noise in the marketplace, ultimately generating leads and focusing on both image and awareness. Additionally, Festo Corporation wants to find better ways of measuring the effectiveness of its marketing efforts.

The IHS GlobalSpec Solution

IHS GlobalSpec helps Festo Corporation in a number of ways, generating a significant number of sales and marketing opportunities that result in new business, creating greater awareness of the company and what value it brings to its customers, and providing tools for measuring the effectiveness of its communications efforts.

In Their Own Words

Chris Stabile, marketing communications manager for Festo USA, says, “GlobalSpec is the only marketing medium where we can actually measure orders that directly result from it.”

“Since bringing GlobalSpec into our marketing mix, GlobalSpec now accounts for over 50% of the leads that we generate. Our sales force says that 10-20% of these leads present a real opportunity or a potential opportunity. We don’t have any other marketing tool that produces those kinds of results.”

“GlobalSpec sets a standard for measurability of results. GlobalSpec results let the sales force know which people have looked at which parts. That provides the sales team with real business intelligence, helping them know which literature or demo to bring to a sales call.”