

Prosig USA, Inc.

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Client Since 2010

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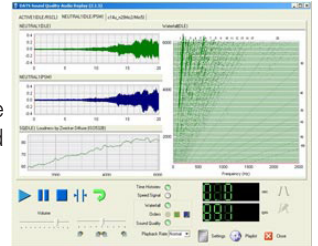
**Chris Mason,
Technical Director,
Prosig USA, Inc.**

Company Profile

Prosig was established in 1977 by members of ISVR (Institute of Sound & Vibration Research) at Southampton University, one of the top 15 research universities in the UK. The company’s goal is to provide customers with the best available hardware and software for noise and vibration measurement.

Prosig provides turnkey data capture and analysis systems for a wide range of applications with particular focus on NVH and acoustical testing for the automotive, aerospace and power generation industries. The company designs and develops its own products and its engineers have decades of experience in solving real-world noise and vibration problems for major organizations throughout the world.

Prosig’s product range includes general purpose, flexible data acquisition and analysis systems which include 24-bit measurement hardware and capture, analysis and reporting software; and custom condition monitoring systems for large scale rotating machinery, primarily in the power generation industry.



Marketing Goals & Strategy

From Reactive to Proactive. Once unique in its field, Prosig had to shift its marketing strategy 180 degrees as market competition grew. Although they were getting inquiries through their website from previous customers, they wanted new leads, and they weren’t generating them.

Replacing Outdated Programs. The company’s physical presence at exhibitions and trade shows was once a good source for new leads, but, as Chris Mason, Prosig’s Technical Director stated, “in the last five years, exhibitions aren’t really as effective as they used to be.”

The company’s decision-makers considered all their options for new lead generation, and found a clear winner for increasing leads via online advertising.

The GlobalSpec Solution

Good Vibrations. Mason and his colleagues looked at what marketing resources were available online, and immediately realized GlobalSpec’s excellent name recognition among their peers. Mason told us that engineers that Prosig knew had “all heard of GlobalSpec and said, ‘oh yeah I’m signed up with GlobalSpec,’ so we knew from that really, that GlobalSpec was a good place to be because people we already dealt with knew about it and used it.”

Results Right Off the Bat. Prosig signed up for GlobalSpec’s Preferred Media Program, and their results were practically instantaneous. Mason was diligent about posting product announcements on GlobalSpec, and could easily see that leads who responded were following up and asking for information on the Prosig website.

In fact, after just two months, Mason told us “we’re certainly seeing a significant number of people who’ve come to the website through GlobalSpec and then gone on to request further information. Getting the full contact details ... that’s what you want. The fact that GlobalSpec gave us that is a definite benefit.”

Good Show. Mason thinks of his company’s presence on GlobalSpec as “another shop window” for Prosig’s products and services. Those identifiable leads are looking for specific information, asking for a catalog, a CD, and even for quotes. He adds, “Certainly what we’ve seen is what we’ve been hoping for — our GlobalSpec program has met our expectations. GlobalSpec is the only one that really came close to doing what we wanted to do.”



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