

RainWise, Inc.

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www.rainwise.com
Client Since: 2001

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Bill Ward
Executive Vice President
RainWise, Inc.

Company Profile

RainWise manufactures professional meteorological equipment for consumer and industrial applications. Their products include solar powered wireless weather stations, data loggers, rain gauges, anemometers, barometers, thermometers and a variety of other weather products.

Marketing Goals & Strategy

Since many different organizations – including scientific, industrial, university, weather services, forest services, the EPA, and geological offices – can potentially benefit from weather instrumentation, RainWise's challenge is to expose its products to technical buyers across a broad range of markets. Additionally, because RainWise ships its products to approximately 60 countries around the world, their marketing efforts must have a global reach.

The IHS GlobalSpec Solution

RainWise, Inc. has been a IHS GlobalSpec SpecSearch® client since June of 2001. The company's products are represented in eight different searchable categories: Data Acquisition, Data Loggers & Recorders, Gas/Air Instruments, LED Message Displays, Level Sensing Devices, Liquid Level Sensing Devices, Solar Radiation Instruments, and Weather Instruments. The full IHS GlobalSpec program – inclusion in the SpecSearch database as well as their own online searchable catalog, listings in the Featured Products area, and a supplier info page – gives RainWise wide brand exposure to a broad audience of technical buyers, in the U.S. as well as internationally. IHS GlobalSpec's Request For Quotation (RFQ) feature makes it easy for any potential customer (regardless of their location) to submit detailed, part specific inquiries when they are actively looking to buy.

In Their Own Words

“Three things really impressed me about GlobalSpec,” says Bill Ward, Executive Vice President of RainWise, Inc. “First, they did all the work of getting us up and on the GlobalSpec website. That's good, because we didn't need another thing to do.”

“Second,” Ward says, “at a time when the effectiveness of our presence in the Thomas Register, including big ads, was falling off, the productivity of GlobalSpec was ramping up, bringing in 50-70 leads a month.”

Ward adds, “The clincher is the monthly and weekly reporting that GlobalSpec offers. I get enough information from GlobalSpec to know which leads have priority and which ones are most likely to pay off. GlobalSpec is a major, highly productive part of our marketing mix.”