

## Vaisala Inc.

1080 N. 11th Street  
Woburn, MA 01801, USA

[www.vaisala.com](http://www.vaisala.com)  
Client Since: 2000

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**Elizabeth Mann**  
Marketing Communications Manager  
for North and South America  
Vaisala Inc.

### Company Profile

From applications on the space shuttle to measuring the humidity in King Tut’s tomb, Vaisala Instruments develops, manufactures and markets instruments for the measurement of relative humidity, dewpoint, barometric pressure, carbon dioxide, wind, visibility, cloud height and present weather. These measurements are used to improve product quality, the efficiency of manufacturing processes and energy consumption, safety and the well being of people. The products are used in numerous applications, such as cleanrooms, pharmaceutical, automotive, building automation, biotechnology and food industries, as well as meteorology.

### Marketing Goals & Strategy

Vaisala Instruments’ products are used in an astonishing number of vertical markets as well as a large number of horizontal markets. The company could easily exhaust its marketing budget simply trying to reach all the potential users of its humidity instruments, and there are 20 additional products, including dewpoint and barometric pressure, to be marketed as well. As a result, the biggest challenge is reaching all those markets efficiently and cost effectively.

### The GlobalSpec Solution

Marketing on IHS GlobalSpec enables Vaisala to reach, in a cost effective manner, all the varied industries representing potential customers for their instrumentation products easing the strain on their budget and personnel resources. IHS GlobalSpec is an outstanding generator of qualified leads from around the world for Vaisala. IHS GlobalSpec’s detailed reporting provides full accountability of the results produced for Vaisala.

### In Their Own Words

Elizabeth Mann, Vaisala Marketing Communications Manager for North and South America, says, “GlobalSpec generates a substantial number of leads for us, including full-contact leads. These are well-qualified leads – leads from people who know what they want. We also receive a significant number of international leads and that is excellent since we are an international company.”

“The detailed reports I get do an excellent job of showing how GlobalSpec works for me. And I can’t say enough about the GlobalSpec customer service. I have a person there who takes care of me; she’s extremely helpful.”

“GlobalSpec partners with organizations I currently advertise with. That’s a benefit – it gives us additional exposure.”

“Also, GlobalSpec newsletter sponsorships have worked extremely well. I buy four newsletter sponsorships a year and target them to announce new products. The response has been excellent.”