

Measurement Specialties: GlobalSpec is Our Most Cost Effective Means to Generate Leads



A cost effective way to build leads.

"I can say categorically that GlobalSpec is the most cost effective means to generate leads with the least amount of leg work by our company," says Angela Watkins, Global Marketing Communications Manager for Measurement Specialties, Inc.

Watkins is certain of this because she is a demon for detail. "We keep close track of all our leads and their sources. We know, for example, which ad appeared in which edition of a magazine and how well it performed."

The #1 solution for this forward thinking company.

Measurement Specialties, Inc., is a firm on the cutting edge of sensor technology. With facilities around the world, the company designs, develops, produces, and sells electronic sensors and sensor-based products that are used by industry, consumers, the military and aerospace. If you need to measure distance, weight, motion, fluid level, force, displacement, angle, pressure or temperature, chances are you'll find a Measurement Specialties sensor on the job.

Watkins is charged with generating as many leads as possible, and promoting and building the brand of Measurement Specialties and its four sensor divisions: Microfused Sensors, Piezo Sensors, IC Sensors and Schaevitz Sensors.

To do this, she uses a wide range of tools for communicating with the marketplace: space advertising, postcard decks, literature reviews, trade shows, press releases, applications stories and websites.

When the response to each is counted, one thing becomes clear: "GlobalSpec is our number one individual source of leads," Watkins says. She adds, "Most people don't realize how much leads really do cost. They can range from \$14 to hundreds of dollars for a single lead. In addition, overall you can't put a dollar figure on brand recognition and product recognition."

A powerful means to market.

"When leads come from GlobalSpec, they are not coming in blind. Instead, they are our most qualified leads because these people have already found – using GlobalSpec's parametric search capabilities – that we make a sensor that meets their criteria. Usually they come to us with a specific question about a specific product, and it's often a case of following up with price and availability."

Leads are immediately distributed to the appropriate individual in a global network of 50 sales representatives. A team of eight sales managers, divided by territories and product lines, oversee the sales activities.

"We're also taking advantage of GlobalSpec . . . to build our brand recognition and provide more traffic to our site," Watkins says. "GlobalSpec is a powerful means of marketing for Measurement Specialties."



"GlobalSpec is a powerful means of marketing for Measurement Specialties."

Angela Watkins, Global Marketing Communications Manager for Measurement Specialties, Inc.

GLOBALSPEC®

About Measurement Specialties

Measurement Specialties, Inc., (AMEX:MSS) designs, develops, produces, and sells electronic sensors and sensor-based consumer products. We produce a wide variety of pressure, force, vibration, flow, and ultrasonic sensors. Advanced aerospace, micromachining, and piezoelectric polymer technology form the basis for our products. By leveraging our core Microfused sensor, ASIC, piezoelectric film technology, and low-cost manufacturing expertise, we provide our global customer base with an excellent price-value relationship. The Company uses multiple advanced technologies, including piezoresistive applications, application specific integrated circuits (ASICs), micro-electromechanical systems (MEMS), piezopolymers, and strain gages to allow their sensors to operate precisely and cost effectively.

About GlobalSpec

GlobalSpec, through our leading business-to-business web site, www.globalspec.com, connects electrical, mechanical, and optical engineers and suppliers. GlobalSpec leverages the Internet, searchable database technology, and engineering specifications to provide extensive component search capabilities for engineers worldwide. In addition, GlobalSpec is an effective marketing and advertising tool for suppliers of technical products.

SpecSearch, our innovative search engine, allows engineers to search for components using technical component attributes and parameters, i.e., engineering language. This leads to very fast product discovery. GlobalSpec has accomplished this by developing standard parameters for all searchable product categories. Our engineering department defines the searchable parameters for product categories based on its deep domain knowledge and engineering design experience, and classifies suppliers' products accordingly. With SpecSearch, GlobalSpec has revolutionized engineering design.

Suppliers listed with GlobalSpec are leaders in their respective markets. They value GlobalSpec as the most effective exposure to engineers and technical buyers. At GlobalSpec, supplier's product catalogs are searchable on-line and engineers can access their company profiles as well as contact information. In addition, GlobalSpec's search technology can be adapted for suppliers to use on their own sites.

GLOBALSPEC[®]

350 Jordan Road
Troy, NY 12180
518 880-0200
www.globalspec.com