

Interpower Corporation

100 Interpower Avenue
Oskaloosa, IA 52577

www.interpower.com
Client Since: 2003

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Ralph Bright
Vice President of Marketing
Interpower Corporation

Company Profile

Interpower Corporation manufactures power system components for companies that want to export products overseas. Interpower products include cords and cordsets; plugs and sockets; high power pin and sleeve devices; cables; strain reliefs; terminal blocks, inlets and modules; accessory power, switches and voltage selectors; fuses and fuseholders; transformers and voltage changers; socket strips; and testing and safety equipment.

Marketing Goals & Strategy

Interpower Corporation's key markets are OEMs and design engineers in a very diverse spectrum of industries, including medical, gaming, personal entertainment, and industrial equipment. The company wants to reach these key markets early and often. In addition, Interpower Corporation wants a balanced marketing mix and the ability to realistically assess what kind of ROI it is getting from the various elements of its marketing campaign.

The GlobalSpec Solution

Interpower Corporation wants to be in front of engineering, technical and industrial professionals often, so that the company's products are specified into an OEM product early. IHS GlobalSpec presents all the information that these professionals need – specification sheets, contact information, direct links to the company's website – to make Interpower Corporation a part of that process.

“GlobalSpec connects with buyers when they are actively looking for the things we make that can meet their needs,” says Ralph Bright, vice president of marketing for Interpower Corporation. “Thanks to GlobalSpec, Interpower is getting a high level of quality leads that are resulting in orders. Further, I can clearly see and easily track measurable results coming from the money spent on GlobalSpec.”

“GlobalSpec is our greatest lead generator. It gives us quality leads, and all of it is trackable,” Bright says. “I can view my GlobalSpec leads at any time, download them, and compare them to our new customers. When I do, it shows me that GlobalSpec is working for us.”

Interpower Corporation advertises in several IHS GlobalSpec e-newsletters and sees a big jump in leads whenever it does. Bright says, “We put specialized products in the GlobalSpec e-newsletters like *Medical Equipment Design*, *Electrical Components*, *Electronic Components*, and *Wire and Cable Technology*. The e-newsletters are doing great for us.”