

Keller America, Inc.

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Client Since: 2007

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Chris Lilly
North American Sales Manager
Keller America

Company Profile

Keller America, Inc., a wholly owned subsidiary of Swiss-based Keller AG, manufactures and sells pressure and level measurement instrumentation, including digital pressure gauges, above ground pressure transmitters, submersible level transmitters, autonomous water level loggers, OEM sensors and transducers, pressure calibrators, pressure pumps, digital indicators, and interface converters. Keller America products are found in applications throughout the world, such as municipal water and wastewater, water resource management, environmental monitoring, oceanography, marine biology, medical, food processing, aerospace, oil and gas exploration, tank level monitoring and industrial process control.

Marketing Goals & Strategy

Keller America, Inc. has different marketing goals depending upon the industry. To reach those markets, Keller America uses a mix of online and offline marketing tools.

The IHS GlobalSpec Solution

Keller America, Inc. benefits from an IHS GlobalSpec catalog program and e-newsletters.

“In municipal water and wastewater, we want to reach specifying engineers, systems integrators, and end users,” says Chris Lilly, North American Sales Manager for Keller America. “In oceanography, we want to reach the people at OEMs who will specify our product for use in their systems, and in oil and gas exploration, we need to connect with the OEMs that make equipment for drilling wells, and monitoring wells and distribution of product after it is discovered.”

Lilly says, “I first learned about GlobalSpec when I was sent one of GlobalSpec’s e-newsletters. It made me aware that some of our competitors were using GlobalSpec. Although we have been using it only for a relatively short time, GlobalSpec already stacks up very well compared with our other marketing tools.”

He adds, “With results from GlobalSpec, we can easily see who has viewed our profile, our products, and what they have looked at.”

Lilly notes that in a more direct manner, prospects can click a button on GlobalSpec and request a quote. “Several times a week, RFQs show up in my inbox, and I’ve gotten new customers from that,” he says.

“The bottom line,” Lilly says, “is that we’re very pleased. We’re getting qualified leads, requests for quotes, and that’s producing new business.”