

SST Sensing Ltd.

Unit B Europark, Reema Road Industrial Estate
Bellshill, ML4 1RR, UK

www.sstsensing.com
Client since: 2010

“The leads we are getting from GlobalSpec are of much higher quality than from other online sources.”

**Siobhan Dalziel, Marketing Executive,
SST Sensing Ltd.**

Company Profile

SST Sensing Ltd. designs and manufactures a wide range of sensing solutions for fluid sensing and control, oxygen and carbon dioxide, speed and position, and pressure and temperature. The company's sensors are sold in the United Kingdom, Europe, the United States and China and used in industries as varied as medical, agriculture, aerospace, energy and food service.

Marketing Goals & Strategy

“Because our sensors are used in an extraordinary spectrum of products and industries, we want to reach the decision makers—the engineers, R&D personnel, end users, consultants, technical directors and purchasing people in those companies,” says Siobhan Dalziel, marketing executive for SST Sensing Ltd. “Our goal is to generate leads and build brand awareness for our company,” she says. “We sell globally and want to raise our profile in the marketplace.”

The IHS GlobalSpec Solution

“We had been spending a lot of money on other online marketing programs without a lot of success, but our GlobalSpec catalog program, which includes e-newsletter advertisements, has been a revelation for us.

Our first appearance in a GlobalSpec newsletter—even before our catalog went live on GlobalSpec—produced 150–180 leads,” Dalziel says. “One of our very first leads was a request for quotation for 3,000 units to replace similar products from our chief competitor!” She adds, “The leads we are getting from GlobalSpec are of much higher quality than from other online sources.”

Dalziel says, “We're looking for volume sales and to get into as many markets as possible. What we really like about GlobalSpec is that it's very targeted to the people we want to reach.”