

Be the catalyst that drives engagement and sales for your company.

Research shows that it takes anywhere from 6 to 13 touches to deliver a qualified lead to sales.* Additionally, 60 percent of the buying process is completed online before a prospect initiates contact with a vendor.**

Simplify the process of nurturing these contacts - delivering the best leads to sales, guiding prospects through the buyer's journey, and ultimately turning them into customers.

IEEE GlobalSpec Catalyst™ is a marketing automation platform that makes it easy for you to create innovative, on-target campaigns that are specifically designed to engage with and delight an engineering and technical audience.

This all-in-one platform simplifies the marketing process, providing you with the tools you need to:

- Access and segment your target audience
- Set up and deploy a campaign
- Analyze the results of a specific campaign with real-time data
- Create targeted, data-driven nurturing campaigns

Here's how it works: your IEEE GlobalSpec product leads are pre-populated into the Catalyst platform. From day one, you can use IEEE GlobalSpec Catalyst to send email campaigns to your target audience with built-in email templates, segmentation tools, and targeted marketing messages.

*Salesforce.com; Online Marketing Institute

**2019 Smart Marketing for Engineers, IEEE GlobalSpec and TREW Marketing

IEEE CATALYST FEATURES:

- Visual campaign builder with built-in reporting and audience projections
- Extensive library of email templates designed with technical professionals in mind
- Simple audience segmentation capabilities
- Built-in GDPR and CAN SPAM compliance and opt-out management
- Simple, visual reporting

Be the catalyst that nurtures contacts throughout the buy cycle, providing them with relevant, useful information; keeping them interested in your company, products and services; staying in regular contact; and helping them move forward with their purchasing process. IEEE GlobalSpec Catalyst gives you additional opportunities for reach into an already-engaged audience, with measurable results.



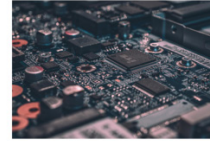
Our Monthly Newsletter

Here is what's featured this month!

Picanha cupim prosciutto, turkey sausage tongue tenderloin porchetta pork loin t-bone jerky bresaola shoulder ham hock. Bresaola buffalo pork chop, hamburger pancetta landjaeger bacon pig salami beef short ribs ham. Shankle spare ribs chicken pig, brisket.

Section/Topic 1

I'm a new Text block ready for your content.



Headline Here

Andouille kielbasa turkey sirloin tail. Hamburger bresaola biltong, beef drumstick brisket tenderloin short loin kevin shankle doner fatback porchetta.



Headline Here

Bresaola buffalo pork chop, hamburger pancetta landjaeger bacon pig salami beef short ribs ham. Shankle spare ribs chicken pig, brisket cupim short ribs doner fatback.

Section/Topic 2



Headline Here

Andouille kielbasa turkey sirloin tail. Hamburger bresaola biltong, beef drumstick brisket tenderloin short loin kevin shankle doner fatback porchetta. Beef drumstick tenderloin short loin kevin shankle doner fatback porchetta.

Section/Topic 3



Headline Here

Andouille kielbasa turkey sirloin tail. Hamburger bresaola biltong, beef drumstick brisket tenderloin short loin kevin shankle doner fatback porchetta.



Headline Here

Bresaola buffalo pork chop, hamburger pancetta landjaeger bacon pig salami beef short ribs ham. Shankle spare ribs chicken pig, brisket cupim short ribs doner fatback.

