

GlobalData Marketing Solutions Results Case Study

APiS North America





Introduction

Dr. Lynn Johnson is President of APiS North America, a B2B that has been offering safety and risk analysis software since 1992 for companies that need to manage and mitigate risks in product, design and manufacturing. Their client sectors include healthcare, automotive and aerospace manufacturers.

Their software platform includes FMEA (Failure Modes and Effects Analysis), DRBFM (Design Review Based on Failure Mode) and Functional Safety software, alongside training and consulting services.

The Challenge

APiS North America wanted a webinar that maximised networking opportunities with current and future prospects, and collateral that demonstrated the quality of their product offering.

Dr. Lynn Johnson, President of APiS North America:

“GlobalData Marketing Solutions offered us a webinar along with content creation produced by their team of journalists. Their AI software enabled us to target the right audience for APiS North America. We then put together a content plan that would attract and convert this audience.”

“We ended up doing two webinars and built a plan over the next year for content production on specific segments within the auto industry.”

Dr. Lynn Johnson, President of APiS North America:

“Our biggest challenge was finding leads that didn’t know about us. We have a very large word of mouth, which is fantastic. But at the same time, we sought to maximise our reach to industries that aren’t aware of our offerings. It’s difficult to find new business on a cold-call basis. We needed a better solution.”



Why GlobalData Marketing Solutions?

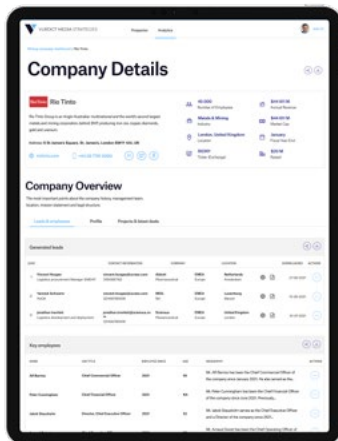
Dr. Lynn Johnson, President of APiS North America:

“Your team enabled us to continue to get the message out. But for me it was seeing the professionalism of what was provided. The webinars were really incredible. And we were able to track leads from publications through our CRM and the GlobalData Marketing Solutions dashboard.”

The GlobalData Marketing Solutions Dashboard

The GlobalData Marketing Solutions dashboard offers real-time performance analytics that enable you to access your leads via a reporting dashboard. All activity across all the sites is tracked in real time.

Your dashboard will tell you which companies are engaging with your content, as well as the location, size, turnover, sector, key personnel and deal information from these companies.



The Content

Dr. Lynn Johnson, President of APiS North America:

“The publications were extremely well put together — I could not have been more pleased. Automotive has a lot of exciting changes coming in terms of electric and autonomous vehicles and industry 4.0. We’re seeing a lot of resources are going into workforce development — scaling up in terms of new technologies. It’s exciting and we were able to speak to new trends and provide content with real value that interests our audience.”

“The content created by GlobalData Marketing Solutions came together beautifully.”



The Results

Dr. Lynn Johnson, President of APiS North America:

“In terms of the account management relationship, I feel heard. I think that the communication is right and the response time has been great. I get the last view prior to publication, make sure everything looks as expected, and then approve. So it’s been a very positive process and overall experience. It’s been exciting seeing the new leads coming in.”

“The content created by GlobalData Marketing Solutions came together beautifully.”

*Dr. Lynn Johnson,
President of APiS North America*



GlobalData Marketing Solutions is a GlobalData business, giving it access to best-in-class technology, unmatched data and audience reach.

GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

