

CASE STUDY

WHY DOES COMSOL INVEST IN IEEE SPECTRUM'S MULTIMEDIA PLATFORM?

Bernt Nilsson, COMSOL's Senior Vice-President of Marketing, and Lauren Sansone, COMSOL's Marketing Manager, offer their reasons:



The Reach of IEEE Spectrum's Print Circulation is Unmatched

"IEEE Spectrum's very large, 394,540 global circulation offers lots of value. And the credentials of its impressive membership are unparalleled."



IEEE Spectrum is Great for Brand Building

"Because of its stellar reputation, we use IEEE Spectrum in all of our brand building campaigns. They're a very important player in the electrical engineering market."



IEEE Spectrum Delivers Quality Sales Leads

"We rely on IEEE Spectrum for our lead generation campaigns. And it delivers! IEEE Spectrum generates thousands upon thousands of quality leads for us year-to-year."



COMSOL, Inc. is a rapidly-growing engineering software company and a leader in multiphysics simulation and modeling solutions.

COMSOL's cutting-edge solutions are critically important to product design and development applications in automotive, aerospace, biomedical, energy, industrial control and automation, semiconductors, consumer electronics, transportation, green technology, and more.



IEEE Spectrum Custom Content Positions COMSOL as a Thought Leader

"We partner with IEEE Spectrum for our 32-page insert. It positions us as an industry thought leader. We also produce a digital edition, and the results are extraordinary."

IEEE Spectrum's Digital Programs are a Smart Investment

"IEEE's webinar program is important for us. We get an exceptional amount of valuable leads. And the advertising we do on the e-newsletters has a very positive ROI."

IEEE Spectrum Provides First-class Client Service

"The IEEE Spectrum staff is invaluable. We view them as an extension to our marketing department. They take genuine ownership of our advertising and marketing programs."

IEEE Spectrum's Award-Winning Editorial

"IEEE Spectrum's editorial is excellent. The articles are ground-breaking and relevant. I like seeing COMSOL's ads in IEEE Spectrum, and we look forward to doing more exciting things in the future."