

## SHORE CONSULTING GROUP ACCELERATES GROWTH IN UNITED STATES WITH DEMANDBASE PROFESSIONAL

Shore Consulting, founded in 1968, is the first executive search firm that was formed in Mexico. The company has grown to include North and Latin America, and focuses on executive recruiting, outplacement, HR consulting and software implementation. When Shore expanded into the United States a few years ago, the US-based office was tasked with servicing companies with executive search needs in Latin America.

“We were an unknown entity,” said Clement Wigger, Executive vice president, Mexico and Latin America. “As the largest executive recruiting firm in Mexico, we came to the US with no brand awareness. People were finding us by searching on Google, but we needed some solid contacts to grow the business.”

### GOALS

- Build a solid list of sales leads within target markets
- Determine the sites driving US traffic to the company Web site
- Bring in new business to spur growth

### CHALLENGES

- No brand awareness in the United States
- Immediate need to build a targeted database of United States business contacts
- Limited resources to dedicate to growth of United States market
- Global economic recession

### SOLUTION

Wigger learned about Demandbase, a technology company that helps B2B companies identify, reach and convert new customers from their existing web traffic. He began using Demand Analytics, which included Stream, a desktop widget that allowed him to identify the B2B Web traffic visiting the Shore Web site. Demandbase enables Shore Consulting to easily identify qualified opportunities from within their target markets and automatically send one-to-one email

### LEADS USING DEMANDBASE



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### ABOUT SHORE CONSULTING

Shore Consulting’s knowledge of the Mexican market provides domestic and international clients a wide range of innovative services, which makes Shore Consulting one of the most important integrated human resources companies in the country.

[www.shore.com.mx](http://www.shore.com.mx)

communications to the identified prospects. In addition to turning the Web site into a lead generation tool, Professional's analytics tools provide insight into which of the Web site's pages were most popular, as well as where traffic came from.

"Demandbase was giving me the HR contacts at each company that was coming to our site, and because Stream integrates with LinkedIn, it helped me to quickly determine who I might know," said Wigger. "We also learned which pages were being visited most, which allowed us to tweak our Web copy based on the most popular and relevant queries."

## RESULTS

With the use of Demand Analytics, Shore Consulting has accelerated the firm's growth in the United States, even in the time of a down economy.

"The software moved us ahead in the States by about three years, and I estimate we would have had to hire at least one full-time analyst to do what Demandbase does for us," said Wigger "In year one, we went from \$0 to \$500,000 in bad economy, and this year we are forecasting a 150% increase in business. Demandbase helped me with 50% of that, by making me more productive and giving me the necessary sales insight to make more intelligent calls."

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## ABOUT DEMANDBASE

Demandbase is a technology company that enables B2B marketers to improve marketing conversions and turn web traffic into sales. Delivered on demand, Demandbase's SaaS solutions leverage its proprietary Business Resolution Platform, combining real-time identification of the companies visiting a web site with a new breed of B2B web analytics, measurement, and integration tools to make every customer or prospect interaction more effective, and significantly increase conversion rates.

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