

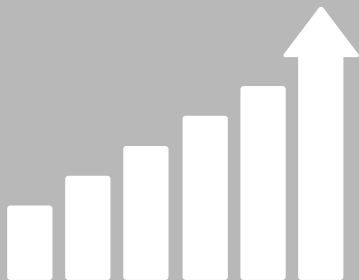


CASE STUDY

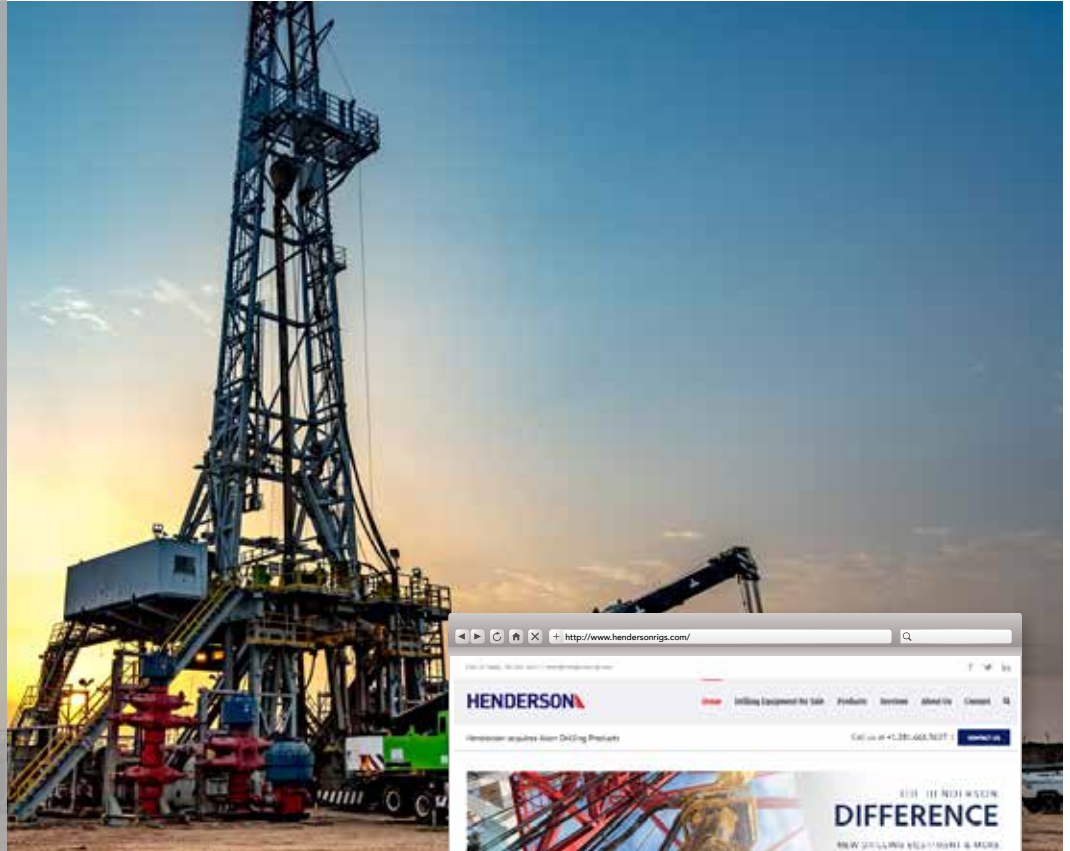
HENDERSON RIGS
BOOSTS INTERNET
LEADS AND STREAMLINES
WEBSITE INVENTORY
MANAGEMENT
WITH SALESFORCE
INTEGRATION.

3X

Tripled Internet search traffic
within 6 months.



Sales leads grew 10%
each of the first 6 months.



CLIENT: HENDERSON RIGS

CHALLENGE:

Help Henderson generate more Internet leads and manage a corresponding boost in sales opportunities.

SOLUTION:

- Website refresh/redesign
- Monthly Search engine marketing program
- Salesforce implementation to manage growing pipeline
- Products and Sales lead integration between website and Salesforce

RESULTS:

- Tripled Internet search traffic within 6 months.
- Sales leads grew 10% each of the first 6 months.
- All sales opportunities tracked and managed within Salesforce with custom pipeline reports and dashboards.
- Products available for sale are easily managed within Salesforce and integrated to website for synchronized updates.