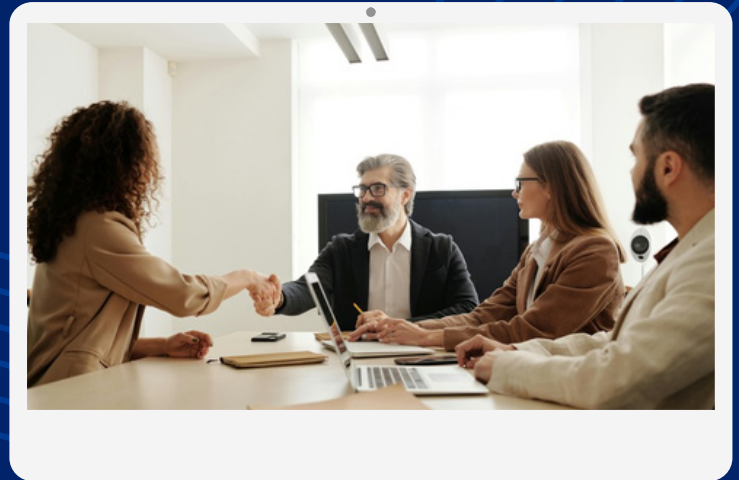




# Recruitment Success with WebGhat's Strategic Approach



## Situation

### Client:

A New York-based company offering an AI-driven platform that automates talent acquisition and provides instant access to global candidate information.

### Challenge:

The company struggled with generating high-quality leads and sought external B2B lead generation and data analyst support to refine their approach and drive better results.

### Outcome:

WebGhat's efforts resulted in 6-10 meetings per month, significantly improving lead quality and enhancing the client's recruitment performance.

### Client Feedback:

"WebGhat's outreach support and strategic targeting and persistent follow-ups have significantly improved our lead generation and meeting scheduling."



## Solution

### ICP Creation and List Filtration:

WebGhat refined a targeted list based on the client's Ideal Customer Profile (ICP), prioritizing high-value prospects to increase engagement and conversion rates.

### Targeted Outreach:

Personalized email campaigns and regular follow-ups, including re-engagement with previously uninterested leads, helped strengthen connections with key decision-makers.

### Data Analyst Support:

WebGhat provided data analysts to enhance the client's data accuracy, enabling them to optimize their AI platform and gain deeper insights into candidate trends.

