



Meet Adam Aghion **Director of Channel Sales & Alliances** **at FourV**

Adam and the FourV Team Knew What Results They Wanted to See, But They Didn't Know How to Achieve Them.

FourV's website wasn't attracting any new leads for their product, GreySpark, a cyber security business intelligence platform. They didn't have the content strategy or the conversion architecture they needed, and their team didn't have the time or expertise to achieve their goals -- to increase their pool of sales-ready leads, revamp their messaging strategy, and expand brand awareness.

Then, FourV called IMPACT. We worked with their team to develop a robust, content-driven inbound strategy that included aggressive short-, mid-, and long-term goals, as well as a set of staggered strategic activities to achieve them.

Within their first 90 days, FourV saw a 450% increase in leads.

“I am continually impressed with IMPACT’s attention to detail, the ease of doing business with them, and the level of trust we’ve established.”

And we love working with you, Adam!