



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

**They Needed a Fresh Inbound Strategy, But Didn't Have the Time or In-House Talent to Make It Happen.**

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

**7**

qualified deals in their sales pipeline

**“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. The quality of their work is truly top notch.”**

And we love working with you, Adam!