



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

## **Inbound Was Working for Adam & the FourV Team, But They Needed More from Their Website.**

As a long-time client of IMPACT, FourV Systems had already seen substantive returns on their investment with inbound. For example, a 450% increase in inbound leads and a 125% increase in organic traffic within their first 90 days of working with us. But even with those gains, the FourV team knew they still needed to update their online presence, in order to continue to fuel their growth as a business.

To help them achieve their goals, we moved their WordPress website to HubSpot, leveraged smart content to create personalized messaging strategies for their visitors, and optimized their blog with the IMPACT Blog Optimization Package.

## As a Result, FourV Had a:

**2x**

increase in their visitor-to-lead  
conversion rate

**+ 250%**

increase in blog views

**“IMPACT takes the time to ask the right questions and it’s evident that they really listen to our answers. The quality of their work is truly top notch.”**

And we love working with you, Adam!