



## CLIENT PERSPECTIVE

### Aithent, Inc.

#### Venu Gopal, President

"GI handles all Aithent's public relations, digital and content marketing as well as our website redesign.

Aithent needed a higher profile to be successful in our targeted markets of Financial Services, Government, Healthcare, Insurance and Business Services.

The Golden Impressions team repeatedly demonstrates in-depth knowledge of our multiple verticals – performing research as required to fully understand the market and prospect "hot buttons" and articulate our key value propositions.

GI has established Aithent as a thought leader through blogs, white papers and a new website that more than tripled our traffic instantly."

#### The challenge

Founded in 1991, Aithent, Inc. is a leader in global information technologies offering specialized services and innovative software solutions for the government, healthcare, insurance and financial markets. As a privately-owned company with operations throughout the world, Aithent had low awareness within their targeted audiences for a new service offering they were undertaking. The immediate objective was to define a corporate identity and messaging that communicated stability, knowledgeable expertise and leadership for the audiences within their targeted business segments from the financial sector including banks, insurance companies and credit unions.

#### Our solution

Golden Impressions was initially engaged by Aithent's management to execute the product launch and promotional campaign for their new Hosted FPI (Fraud Protection and Investigation) solution. Working within a three-week window we developed new positioning for the company and their new product offering in concert with senior management to crystallize the company's branding message. We created the company backgrounder and Business Wire profile for the press kit in addition to multiple press announcements about the new hosted FPI product and first customer deployment. We also developed a lead fulfillment email campaign for prospects interested in the Aithent solution. We subsequently produced white papers and additional press announcements derived from customer interviews. Additionally, we co-developed an executive presentation for Aithent's business development program and worked with the Aithent management team to develop the branding and logo to be used by this business unit of Aithent.



Since 2018, GI has undertaken a targeted promotional campaign to generate more revenue from a promising Disputes Management solution. We began by updating the corporate image and implementing the ZoHo CRM while we wrote and redesigned the website. We positioned Aithent as a Financial Services market leader in the website content and design, through multi-tiered email campaigns, PR article placements, and in-depth white papers.

### **The results**

The immediate impact of Aithent's news has resulted in coverage by over 60 major news portals and media outlets reaching over 26 million potential readers. The product launch enabled us to secure a several feature articles including a cover spread in Credit Union Times which interviewed and wrote about Aithent's customer, The Franklin Mint.

Most recently, Golden Impressions participated in the development of the new website, increasing visitor traffic and length of stay by over 200% and generating much higher quality leads. We also have selected a new trade show exhibit that the company will be using for future shows and trade events. Additionally, we support the development and delivery of news on Aithent's latest solutions and their product advancements through announcements, white papers and customer application stories. The placements appear in the industry's leading trade publications and online media around the world. In 2019, this awareness set the climate for an acquisition by Aithent in the Disputes Management area further strengthening their position in the marketplace.