



# From Paris to New York At Speed

How Arvest is driving worldwide growth with marketing from Instinctive Solutions

## Enabling the Information Streaming Revolution with ARender

The software world is always fast-moving, but never more so than for information management vendor, Arvest.

### The Challenge

Originally founded in Paris, but now with offices on both sides of the Atlantic, Arvest develop and sell three software products: ARender, Fast2, and FlowerDocs. Faced with a very technical product offering, Managing Director, Corto Romagny was searching for a way to take the innovative information streaming product, ARender, to a wider, global audience.



### From Small Seeds Grow Huge Trees

The ARender team began working with Instinctive in late 2020. "Instinctive helped with our first marketing collaterals for the ARender product. They helped us build case studies, info sheets, infographics, sell kits, and more to reach out to multiple audiences for our partners."

After an initial content marketing project that saw the creation of over 50 assets in just over three months, Instinctive became the marketing partner of choice for ARender in 2021.

### The Results

Instinctive worked closely with the internal ARender marketing team to create multiple campaigns, content assets, and lead generation activities across the ARender website, social, and CRM platforms.

The results were impressive with website growth of over 1000% for overall traffic and 2000% for organic visits. Social media engagements grew by over 500% and as a result Corto and his team now work with Instinctive across the whole product portfolio including the Arvest brand in 2022.



### 2021 By The Numbers

10000%  
Increase in Web Traffic

20000%  
Increase in Organic Web Views

5000%  
Increase in LinkedIn Engagement

*"They really understood where we were coming from, and what we were trying to build, so they could then adapt their methods and build accordingly."*

Corto Romagny, Arvest Managing Director