



AngelVision Technologies

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## Case Studies

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### ■ Checkpoint Software

**Location:** [www.ImpactMovie.com/connectra](http://www.ImpactMovie.com/connectra)

**Released:** October 1, 2004

**AngelVision:** **Have you been able to use your movie?**

**Client:** We used the Impact Movie on the main website primarily as a lead generation tool for new products. After 6 weeks we then moved the link to the products page of the website. It was mostly a lead generation tool and ended up becoming our main lead generator.

**AngelVision:** **Were there any reservations prior to working with AngelVision?**

**Client:** There is no arguing that you've got a great bang for the buck. We would've paid a lot more for the Impact Movie. I actually won a bet with our marketing team that the Impact Movie would get more people to watch the movie in comparison to their previous media project that was similar in length and technology but lacked the powerful messaging and psychologies you build into your Impact Movies so concisely.

**AngelVision:** **What was your overall experience with the production process?**

**Client:** We were never disappointed in the process. The Initial Interview, scripting, etc. was great. Like I've mentioned previously, I think you are pricing yourselves out of business for all that you do and all that a company gets with an Impact Movie.

**AngelVision:** **Have you experienced a big "Wow" story yet?**

**Client:** **The Impact Movie became our number one source for leads in a six month period. The number two source for leads were referrals from this same Impact Movie. We generated 8,200 views of the Impact Movie in the first month alone which was 3.5 times more then our next successful white paper. It killed the white paper. 28% of the people that watched the Impact Movie clicked through to additional presentations that we had available. This was huge. Our average view time on the Impact Movie was just over 4 minutes and the Impact Movie was only 3.5 minutes in length. We could see that people were doing what we wanted them to do at the end, fill out the form, forward the message to others, etc... The Impact Movie answered questions and moved our prospects to the next stage in a short amount of time.**

**AngelVision:** **What were your main sales challenges before the movie?**

**Client:** Simply getting people to understand the value of our firewall technology and how it was different from our biggest competitors. We needed more activity on the front end of our sales process to inject life into the new Connectra product line that we were launching.

**AngelVision:** **What would you share with someone looking to invest in an Impact Movie?**

**Client:** It's one of the best ways to reach your audience at an incredibly affordable price. I can't think of a better way to get more people to understand what you do. I think it was obvious we enjoyed the process and the results. We have since ordered 3 more.