



AngelVision Technologies

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## Case Studies

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### ■ Maconomy

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

**Released:** November 15, 2005

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

**Client:** We've added it to our email signature line. Our 5 European affiliates are using it. They love it. We plan to use it at trade shows, and to use it on our web site. We are using it with Google ad-words, and we'll soon use it in many of the other ways AngelVision suggested.

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

**Client:** We don't have a marketing department and we've never done anything like this before. We were quickly sold on the idea but weren't sure how much value there would be. (This turned out to be unwarranted). The Impact Movie has taken us to another level in our customer's eyes.

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

**Client:** It was great. Anytime I needed information or help, it was efficiently provided. Every request, however minute, was taken with a "we can do that" and it was taken care of. We never heard a "no". AngelVision was so accommodating that we found ourselves able to make many minor changes that we thought might not be possible. It was a lot of fun and very easy.

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

**Client:** We are just recently onto a potentially very big sale solely because of the Impact Movie. Our prospective customer saw our Impact Movie and may be making a \$300,000 purchase based on the message the Impact Movie delivered. We were immediately added to the "short-list" of vendors for this prospect, when we weren't even in the running before. This was the ultimate "wow".

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

**Client:** **In the United States, we don't have a big footprint. We were relying on 'cold calling' and getting the word out was a big struggle. With the Impact Movie and all the ways we can use it, we're quickly changing the size of our footprint in the US market. It is a very cost effective means for someone like us who is working on a limited budget.**

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

**Client:** The AngelVision employees are some really good people with some excellent technology and you should call them as soon as possible. The process from start to finish was made to be very easy and I would recommend this to anyone.