

▶ **THE COMPANY**

Security Software & Services
US HQ: Santa Clara, CA
EMEA HQ: Cork, IRL
Established: 2008
500+ Employees Worldwide
www.malwarebytes.com

▶ **CHALLENGE**

Expand Enterprise Market
Increase International Sales
Refocus Company Positioning

▶ **PRACTICE AREAS**

Strategy
Sales Enablement
Product Launch
Content Development

▶ **DELIVERABLES**

Decision Maker Research
Messaging/Positioning
Go-to-Market Planning
Customer Case Studies
Competitive Battlecards
Sales Training Collateral

Launching Malwarebytes in the enterprise market.

In 2018, Malwarebytes launched an initiative to expand beyond its strong, consumer-based business and grow its presence in the enterprise security space. The pre-IPO company already enjoyed a near cult-like following among consumers, but then, ten years since entering the Internet security market, it began ramping up its endpoint security detection and response offerings in an effort to grow its enterprise business worldwide. The Aventi Group was called on to help develop and launch the company's newly refocused product positioning.

“The Aventi Group put Malwarebytes on the right track.”
– Mark Alba, Vice President, Marketing

Establishing foundational product marketing activities.

To jump start its new enterprise marketing initiative, Malwarebytes leveraged the Aventi Group as a marketing adjunct prior to fully staffing up its own expanded in-house marketing team. Aventi provided strategic “Voice-of-the-Customer” message testing and research on enterprise security customer profiles, helping set a solid foundation for Malwarebytes' presence in the enterprise marketplace. Deliverables included:



Market segmentation, prospective customer personas, and key product value propositions



Messaging and positioning to provide clarity on the enterprise product portfolio



Competitive differentiation to heighten visibility for a relative newcomer in a crowded market

“Aventi dug right into the heart of the matter. Our first objective was to re-invent the company's public presence with an updated website that reflected Malwarebytes' expanded focus. Aventi got up to speed fast and provided insights to help us pull it together quickly and on target.”

– Mark Alba, Vice President, Marketing

Why Aventi Group?

Malwarebytes selected the Aventi Group for its expertise in product marketing and its strategic approach. Malwarebytes saw the agency as a unique organization that offered deep understanding of Malwarebytes' product portfolio as well as extensive experience with the various organizations and businesses the company sells to.

Results



New messaging and positioning platform enabled better articulation of enterprise product benefits and value propositions on website, lead-generation vehicles, and other sales and marketing content



Improved competitive battlecards saw a marked increase in downloads by sales staff and helped sharpen their effectiveness in handling prospective customer objections and in closing sales



Market segmentation clarity enabled better allocation of limited resources and better targeting of marketing dollars



Sales enablement content and product marketing support improved the overall capability of Malwarebytes' sales and marketing team

“Aventi Group accelerated our product, competitive, and content-marketing initiatives. They delivered impressive results, including increased marketing ROI and more effective sales and go-to-market strategies. I highly recommend them to any company considering engaging them.”

– Mark Alba, Vice President, Marketing

Get product marketing expertise and resources on demand.

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Aventi Group
On-Demand Product Marketing

350 Townsend, Suite 781
San Francisco, CA 94107