

DEMAND GENERATION + LEAD GENERATION — AI FOR FINANCIAL SERVICES

How Aveni moved from referral-only growth to a scalable outbound engine

Aveni had no internal BD team and previous agencies had over-promised and under-delivered. They needed to move beyond referral-only growth to scalable, repeatable outbound targeting C-suite decision-makers across financial services.

500+

MEETINGS BOOKED

98%

ATTENDANCE RATE

1,000

WEBINAR SIGN-UPS

WHAT WE BUILT

Go-to-Market Strategy

Full GTM plan built around Aveni's ICP and competitive positioning in AI for financial services.

Omni-Channel Outreach

Multi-channel campaigns targeting C-suite across banking, insurance and wealth management.

Webinar Programme

Regular thought-leadership webinars generating 1,000 sign-ups and consistent pipeline.

3-Year Partnership

Ongoing strategic engagement scaling with Aveni's growth from startup to market leader.

"I've engaged many business development companies in the past and they've all over-promised and under-delivered. The experience could not have been more different with ORRJO."

Nicola Wee, CMO, Aveni

Ready to build your pipeline?

Let's talk about what ORRJO can do for your business.

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