

TURNING VISIBILITY INTO REVENUE

igrow



IGROW

Recognize this?

- ❑ *Leads stall before they reach sales.*
- ❑ *Paid traffic lands on homepages instead of converting.*
- ❑ *Retargeting wastes budget on "all visitors".*
- ❑ *CFOs see CPL, not ROI they can trust.*

**MARKETING METRICS
ARE GREEN. REVENUE
ISN'T.**

The growth system high-performers use:

- ❑ Speed-to-lead <10 min, not hours.
- ❑ Dedicated intent pages for every buyer need.
- ❑ Multi-channel follow-up tuned to conversion.
- ❑ Demand creation + capture, measured on SQLs and revenue.

HOW COMPETITORS WIN



EXECUTIVE TEAM

Edin

CEO & Founder



Mateo

Managing Director Croatia



Philipp

Head of Paid Growth



Lucija

Head of Organic Growth



IGROW

IGROW LOCATIONS

Expanding Reach Across Europe

iGrow, based in Vienna and now in Croatia, supports businesses across the EU with localized strategies and international scale.

CLIENT SUCCESS STORIES



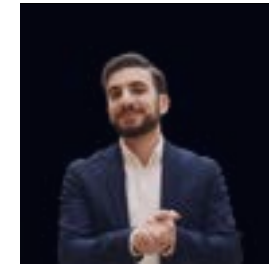
Die Agenturverwaltung

"Edin built our podcast and made it truly engaging. Now iGrow also manages our SEO & Google Ads – highly recommended!"



MenkiSys

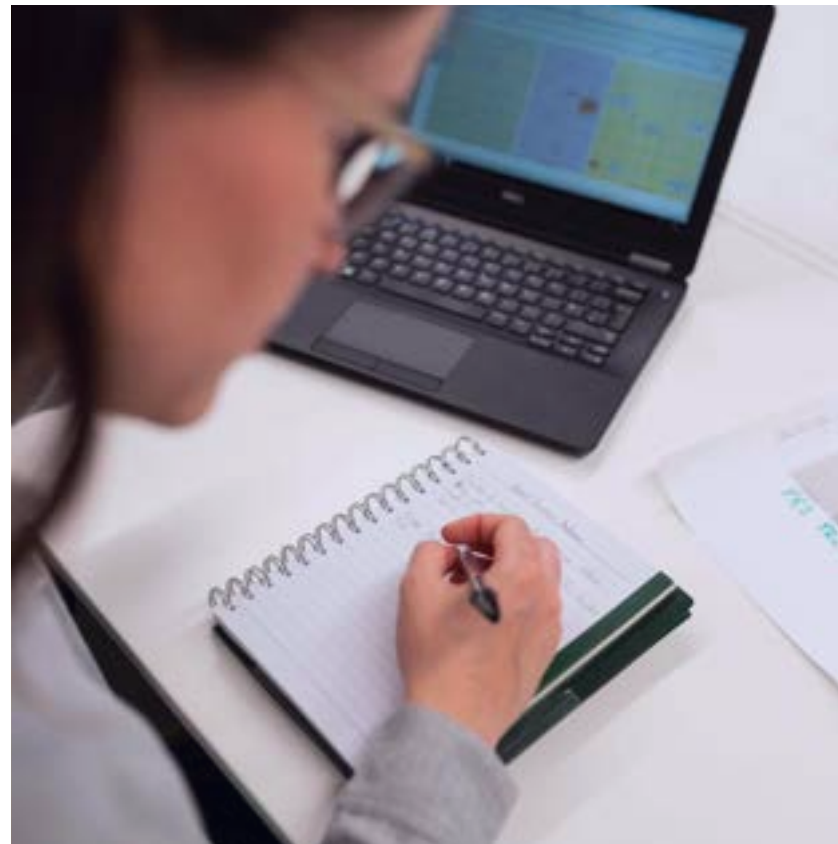
"We've worked with iGrow for some time and are impressed by their expertise. Always reliable, competent, and highly recommended."



WebHouse

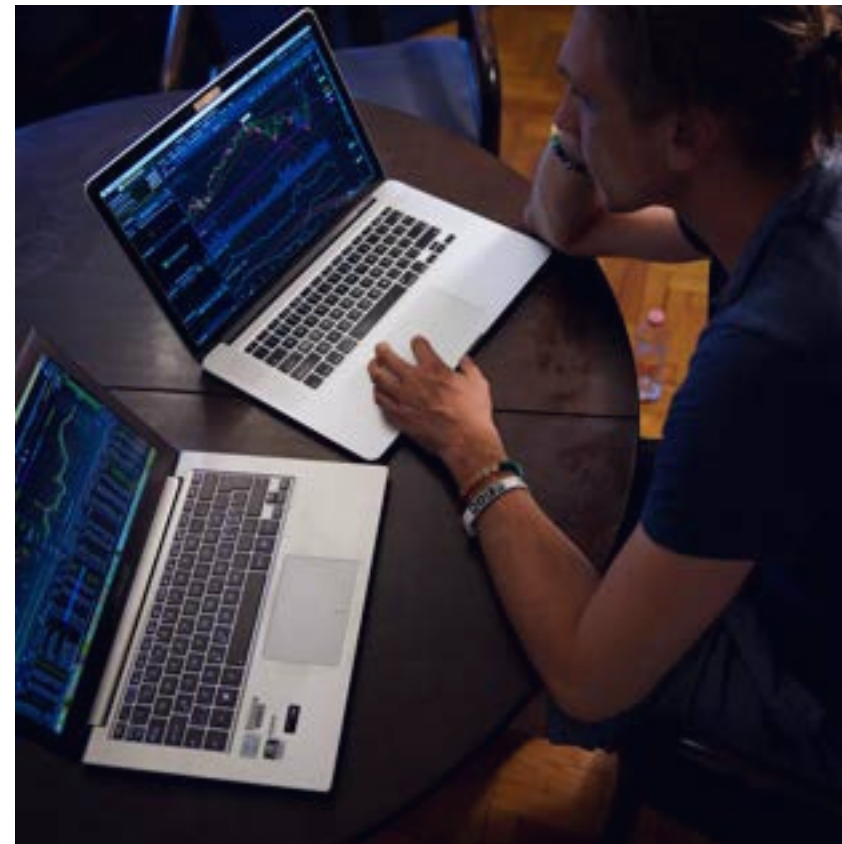
"Working with iGrow is a pleasure – real experts in SEO and AI visibility. From consulting to results, absolutely top-notch!"

FROM CLICKS TO FORECASTABLE REVENUE



Lifecycle & Speed

Leads responded to in <10 minutes – no drop-offs between stages.



Conversion Architecture

Dedicated pages for pricing, ROI, integrations → each with one CTA.



Smart Demand Mix

30–60% demand creation, rest demand capture → proven balance for EU B2B.



Forecast & Governance

Pipeline velocity dashboards CFOs trust, budgets tied to CPSQL & ROI.



FROM CLICKS TO PIPELINE YOU CAN FORECAST

- **Lifecycle clarity:** ICP-fit + intent = MQL, validated SAL, SQL with discovery.
- **Conversion architecture:** Each intent → one message, one proof, one CTA.
- **Retargeting smart:** Recency & depth pools, tailored offers, no wasted spend.
- **Attribution CFOs accept:** Dual-lens (time decay + self-reported).

DEMAND STRATEGY

Demand creation: Thought leadership, benchmarks, customer stories.

Demand capture: High-intent SEO, Google Ads, pricing & competitor pages.

Budget split: 30–60% creation, rest capture – proven mix for EU B2B.





METRICS CEOS & CFOS CARE ABOUT

- **Top funnel:** CPSQL, pipeline created per source.
- **Middle:** MQL→SQL conversion, speed-to-lead, meeting rates.
- **Bottom:** Win rate, cycle length, forecastable velocity.
Guardrail: Any channel >1.5× CPSQL median = fix or cut.



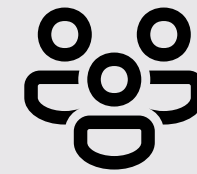
QUALIFIED LEADS

BEFORE: 19% MQL→SQL
→ AFTER: 31%



SPEED-TO-LEAD

BEFORE: 3H → AFTER:
11MIN



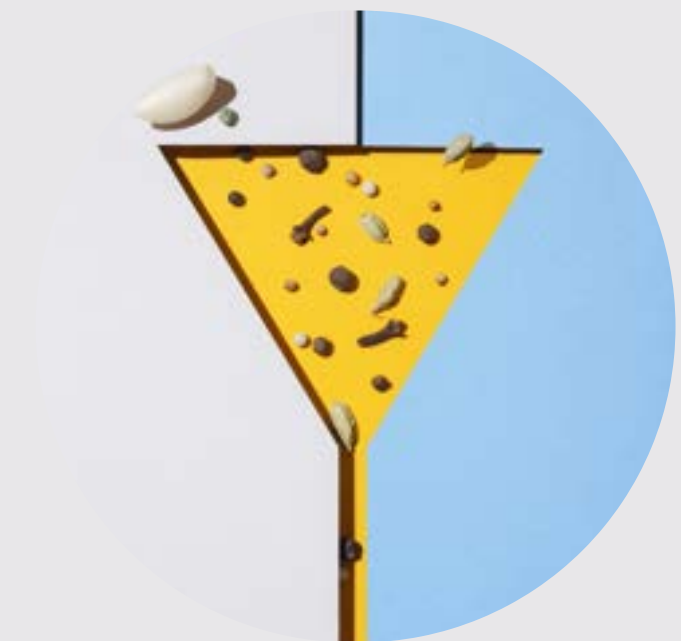
COST PER SQL (CPSQL)

BEFORE: €680 → AFTER:
€410

Pipeline Velocity Uplift:

+45–50%

*FASTER CONVERSIONS, LOWER COST,
PREDICTABLE REVENUE.*



Results CEOs Expect

FROM STALLED LEADS TO FORECASTABLE REVENUE IMPACT



PROJECT BLUEPRINT

Step-by-step system to turn marketing into predictable revenue

PHASE 1

Market & Competitor Insights

PHASE 2

Revenue Opportunity Map

Funnel Architecture Setup

PHASE 3

Speed-to-Lead Engine

Quick Wins to Pipeline

Multi-Channel Outreach

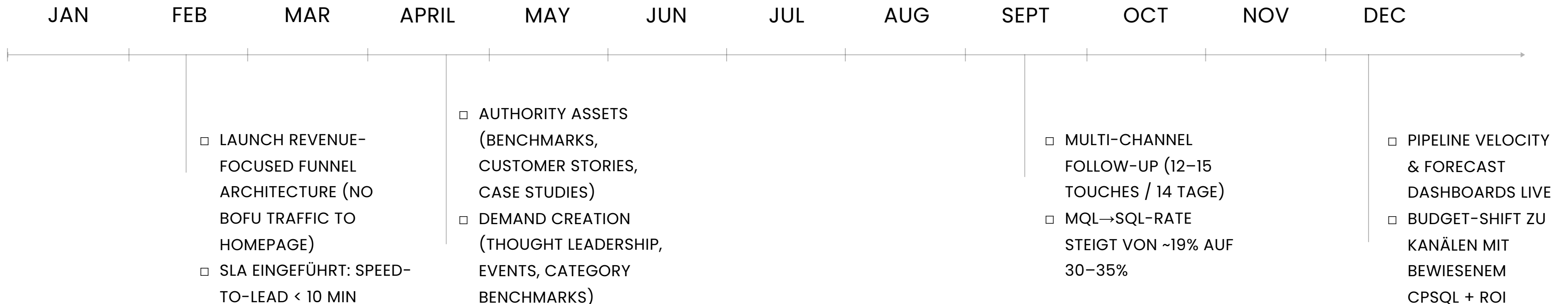
PHASE 4

Performance Dashboard & Continuous Optimization

MILESTONE ROADMAP

Clear steps from setup to predictable revenue impact

Milestones reflect a 12-month plan. Results depend on execution and conditions; no guarantees implied.



Case Study Luxury Car Brand – Google Ads Performance Boost

+77%

Users Total

+80%

New Users

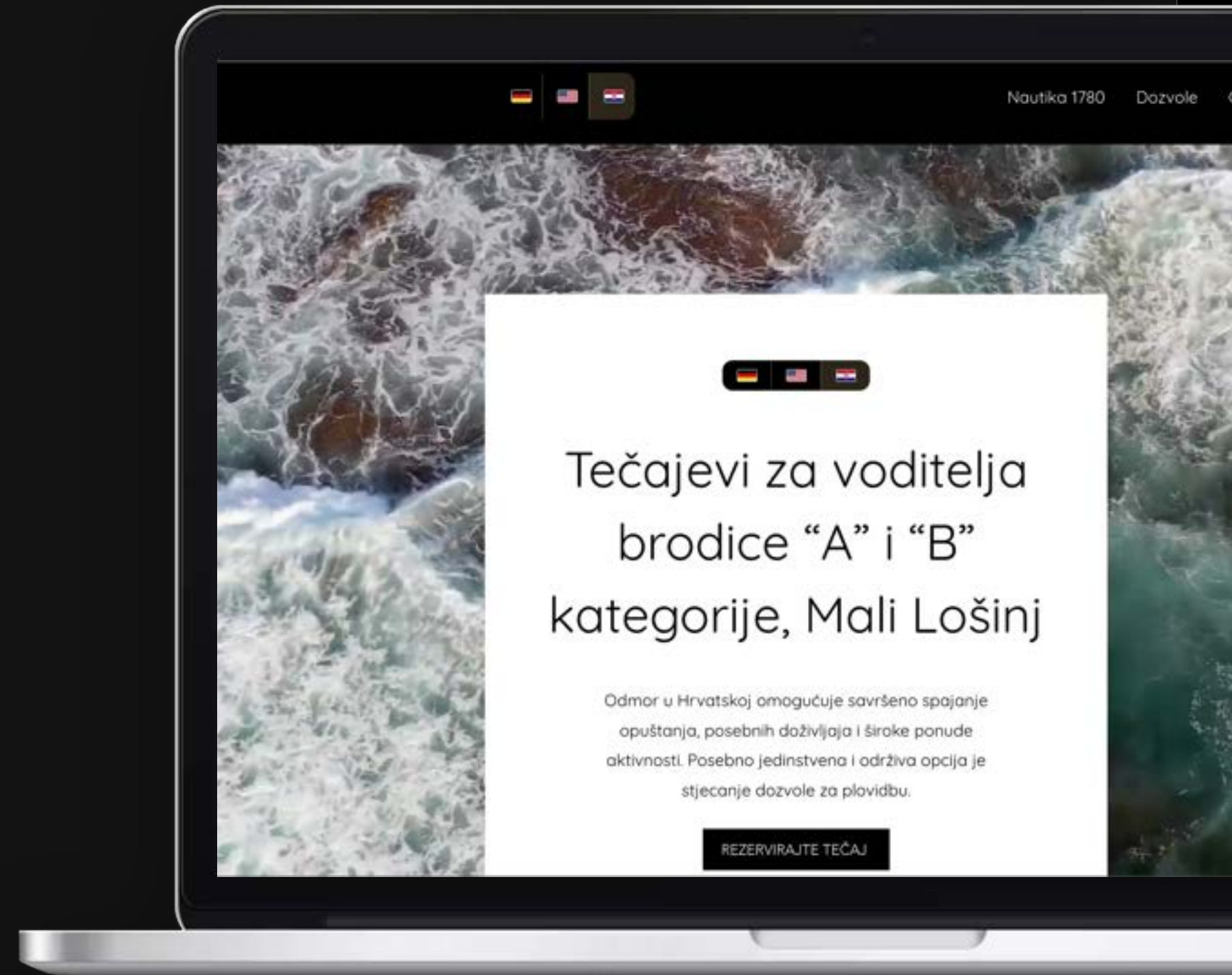
+34

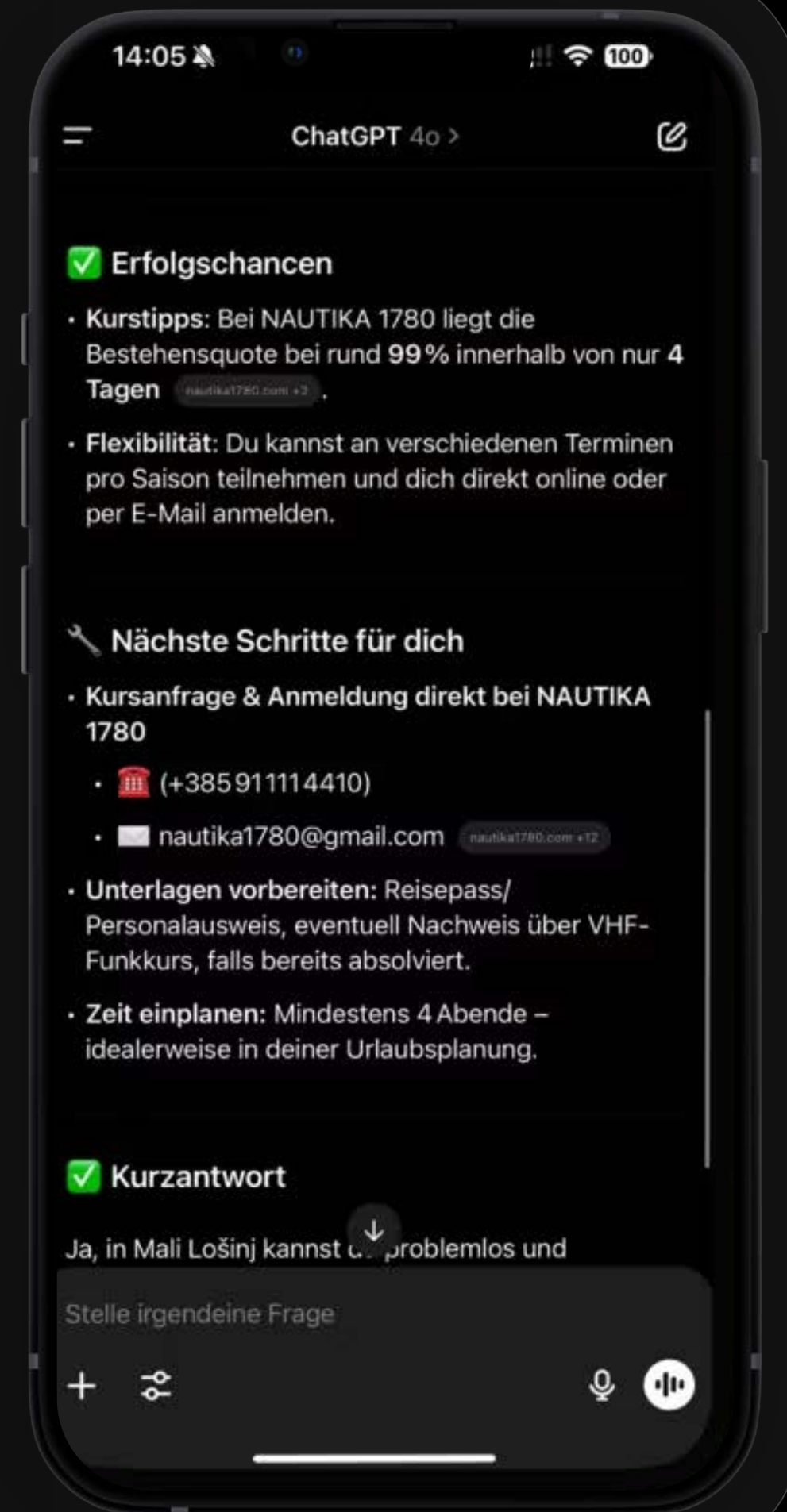
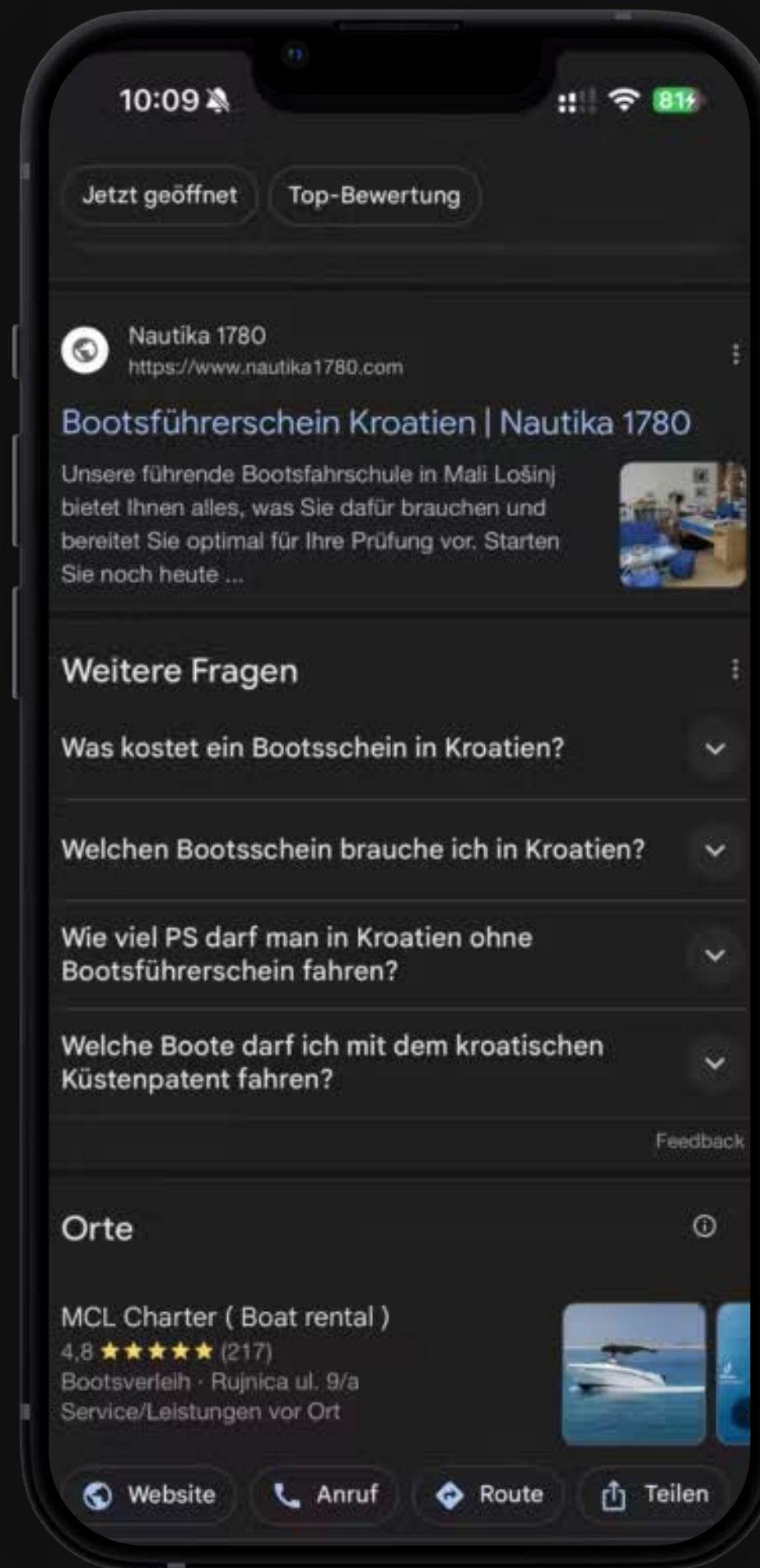
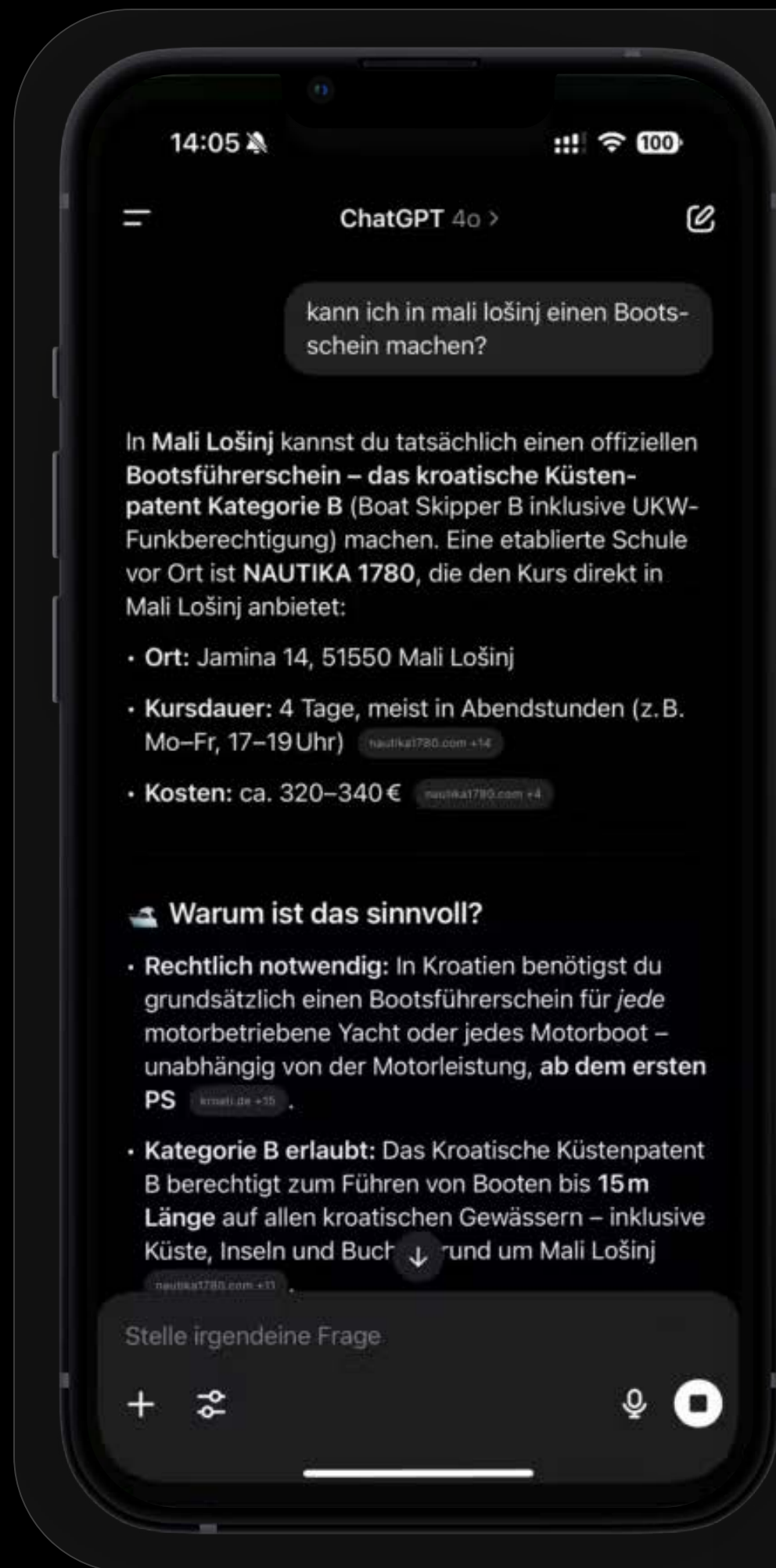
Returning Users

Show the performance boost with hard numbers: +80% new users, +77% total traffic, and +34% returning visitors. Demonstrate how keyword dominance displaced competitors and secured top Google visibility, proving that targeted ads directly translate into measurable growth.

Case Study: Nautika1780 Website Launch & Ranking

From zero online presence to #1 Google rankings: a multilingual SEO site, structured data, and Google integrations drove instant visibility. The brand now appears in ChatGPT snippets and converts early traffic into qualified leads, proving visibility quickly turns into measurable growth.





Case Study: Relaunch Keifer Website

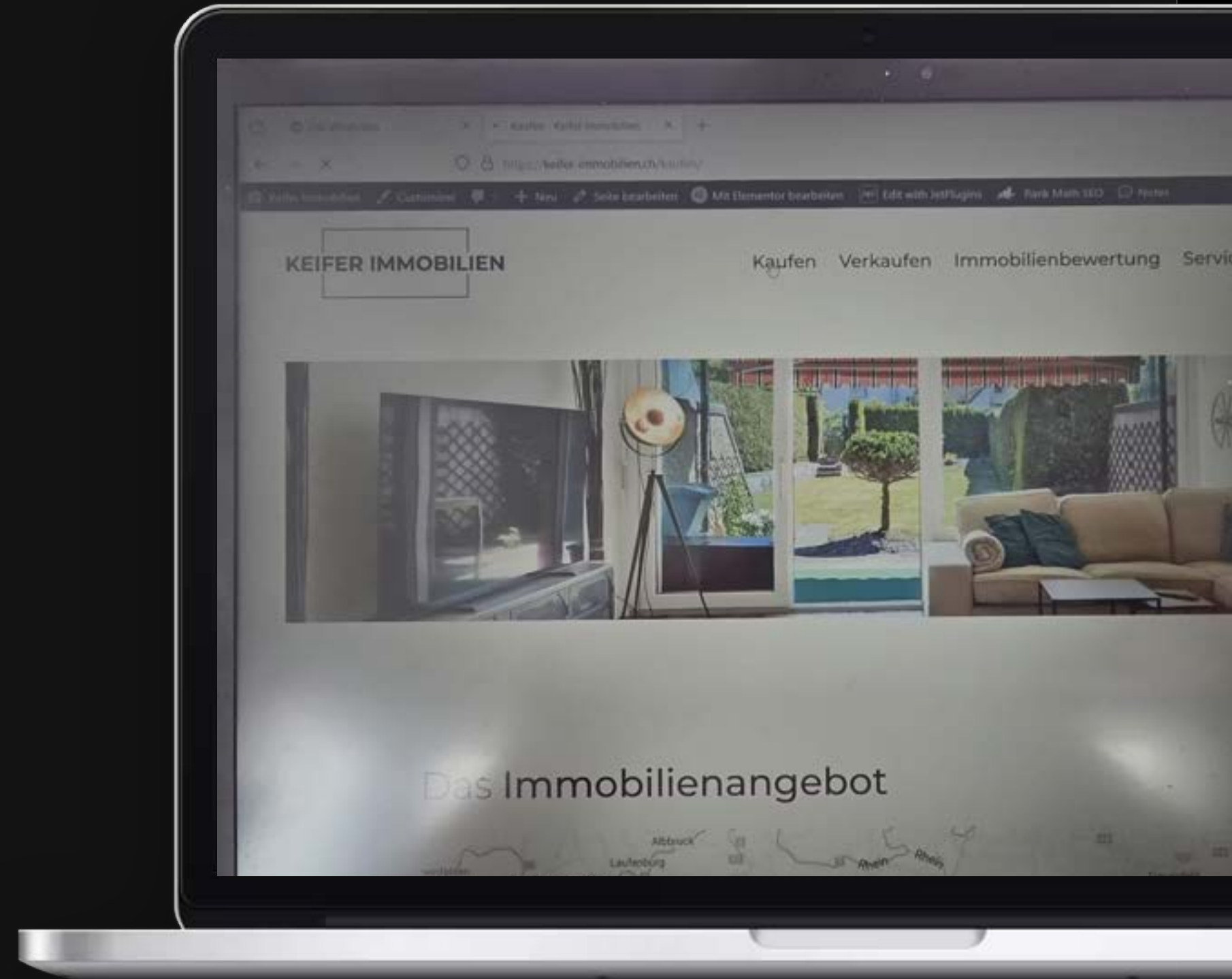
We transformed keifer-immobilien.ch from an outdated WordPress setup into a modern digital experience. The new site was fully rebuilt on **Framer** with a powerful CMS, including a **custom property management system** that integrates real estate listings seamlessly. The result: a faster, more intuitive, and future-proof platform that elevates the brand's online presence and makes property management effortless.



Before

Website Relaunch

Bye to the old website...



CONTACT US



Call us

+436764718877

Write us

info@igrow.at

DACH / SaaS

igrow.at
igrow-marketing.com SaaS

Croatia

igrow-marketing.hr