Aventi Group

Strategic Product Marketing

WITH MEASUREABLE IMPACT

At Aventi Group, we empower B2B companies with strategic product marketing solutions that ensure market leadership and drive growth through innovation, engagement, and measurable results.

We get it: you're juggling competitive threats, product launches, brand awareness, and GTM strategies all at once. That's why Aventi Group exists. We're the on-demand product marketing team that tackles your toughest marketing challenges so you can focus on the big stuff like revenue and growth.

Many top security brands have tapped our expertise, speed, and results. We bring experience across a wide range of security technologies.

> "As a cybersecurity company navigating a fast-paced market, we needed a partner who truly understood our challenges. Aventi Group delivered integrated campaigns, compelling content, and tangible results. They helped us drive pipeline growth and reinforce our position in the industry. We couldn't be happier with the impact they made."
>
> — Qualys

Quick Facts

Founded
2008

HQ
San Francisco, CA

Talent
300+ professionals

Proven track record
2200+ client engagements with 250+ companies

Domain Expertise
Application and data security
Cloud security
DDoS
End point protection
Identity access management
Managed Security Services Provider (MSSP)
Security Operations Center (SOC)
Security Orchestration Automation and Response (SOAR)
Threat detection and response
5G Security

Services

- Strategy
- Launch
- Programs
- Content
- Digital Marketing
- Sales Enablement

Why Aventi for Cybersecurity

Industry Depth: From application, cloud and data security to identity management and AI enabled SOCs.

Fast Results: We jump in quickly, speak your language, and start contributing to your GTM motions ASAP.

Big-Name Experience: We've helped top security players – like Okta, Palo Alto Networks, Trustwave, Malwarebytes, Proofpoint, Qualys – level up their marketing game.

Our Approach

1. **Diagnose**
   We uncover where your cybersecurity offering stands. Analyze your competitors, customer pains, and brand perception.
2. **Strategize**
   We lock in your positioning, messaging, and GTM plan aimed squarely at your revenue goals.
3. **Execute**
   Launch assets, sales enablement, content marketing, demand gen. Our experts roll up their sleeves and get it done.
4. **Optimize**
   We measure, refine, and repeat. Because continuous improvement is how we keep you winning.

> "Aventi Group helped us overhaul our sales enablement system, making it easier for our teams to find and use the right assets at the right time. The improvements in content organization and campaign resources have been a gamechanger for our sales efficiency."
>
> — Imprivata

Our Customers

A10
ANOMALI
HUNTRESS
imprivata
Malwarebytes
okta
opentext
paloalto NETWORKS
proofpoint
Qualys
Recorded Future
Acronis
Trustwave
WIZ

Let's Chat

Ready to put your product marketing on overdrive? Schedule a free 30-minute consult, and we'll show you exactly how to boost your market presence and your revenue.

Contact us: www.aventigroup.com/contact