

The Challenge

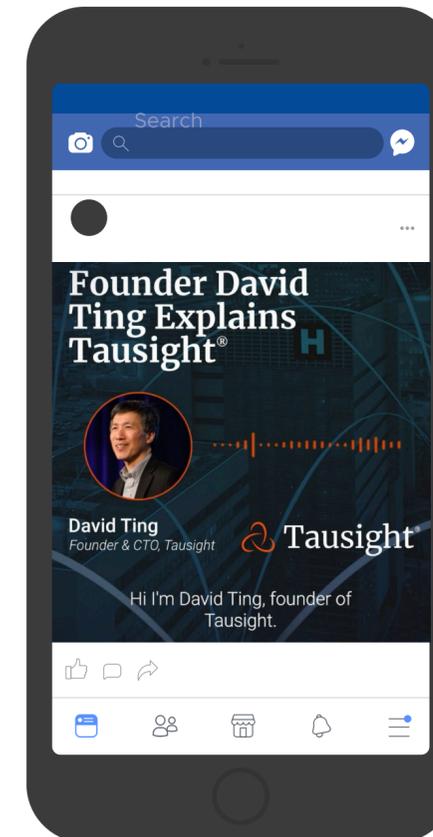
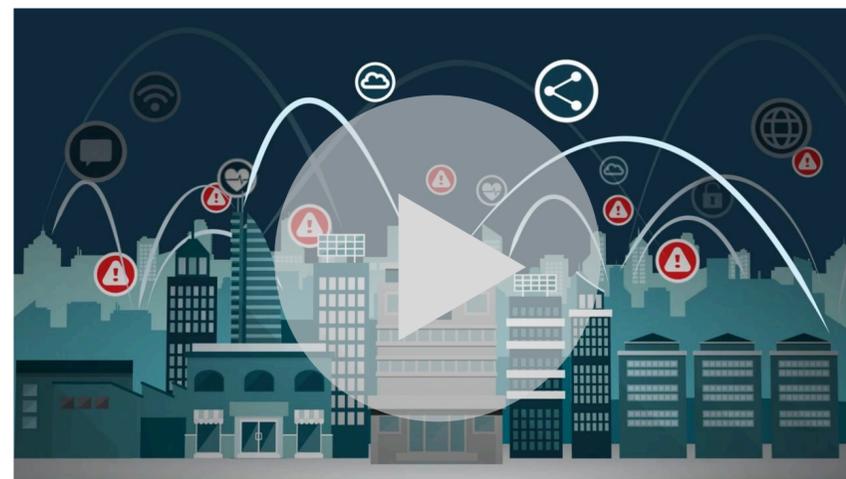
Tausight needed to quickly build a world-class brand without the cost and delay of hiring a full marketing team. Recruiting staff would have taken months and drained budget while slowing momentum. Invado Group solved this by embedding a fractional team with deep industry expertise and proven practices. Tausight was able to launch immediately with strategic messaging, demand generation, and sales enablement typically delivered by a full marketing organization, at a fraction of the cost and time.

Invado Groups' Role

Invado Group embedded as Tausight's marketing team to establish a credible market presence quickly, equip its customer-facing teams, and build momentum for its first product release.

- Messaging & Positioning: Built the company's first message platform and brand foundation.
- Product Launch: Designed demand generation, sales enablement, and creative strategies to secure early customers.
- Scale & Efficiency: Led creative strategy, website operations, deployed Salesforce CRM and HubSpot marketing automation to support rapid expansion.

White papers , Interviews, Infographic, Animated explainer videos, Blogs, LinkedIn posts, Webinars



Results

Invado Group delivered **\$3M+ in measurable ROI over 3 years**, with additional upside in enterprise valuation.

INVADO'S IMPACT	ESTIMATED ROI VALUE
Time-to-Market Acceleration	\$500k - \$1M saved
Revenue Growth Contribution	\$1.5M+ over 2yrs
Cost Savings	\$1.2M+ over 2yrs
Brand & Valuation Uplift	Multi-million (\$)

Time-to-Market Acceleration

6 - 12 months faster entry with GTM Strategy

\$500k - \$1M saved

Revenue Growth Contribution

25% of 300% ARR growth (~\$750k annually)

\$1.5M+ over 2yrs

Cost Savings

Avoided \$600k - \$800k annual staffing costs

\$1.2M+ over 2yrs

Brand & Valuation Uplift

Market recognition & investor confidence

Multi-million (\$)