



Case Study: CAE Healthcare

Challenge:

Sales for CAE Healthcare's entry-level patient simulator had plateaued. Senior Management set an aggressive sales goal and charged marketing with generating the leads to fill the pipeline.

Strategy:

With a limited budget available, it was determined to use a single channel – email marketing. The plan consisted of sending one HTML email to CAE's CRM database each week for the life of the campaign. Those who responded to the email were removed from future mailings.

Results:

Results were remarkable. Within 5 weeks the sales pipeline goal of \$800,000 was achieved.