

# 400% DEMO BOOKING SURGE FOR ENTERPRISE CLIENTS

## An AR/VR Tech Innovator

\*Client Name and Specific Details Protected Under NDA\*

\*A GAN-FALL CLIENT\*

INDUSTRY: AR/VR TECH

SIZE: ~50 EMPLOYEES, \$12M REVENUE

LOCATION: WEST COAST, USA

The company's leadership intended to solidify their position as a leader in the AR/VR enterprise training space, aiming to transition from a niche provider to a preferred partner for Fortune 500 companies. Their vision was to capitalize on the rising demand for innovative training solutions—projected to grow 25% annually through 2030 (per 2024 AR/VR market reports)—by securing high-value contracts with global enterprises. They sought to leverage their platform's proven impact to break into larger markets, reduce reliance on smaller deals, and build a reputation that would attract top-tier clients like Boeing or Walmart, ultimately doubling their revenue within three years.

## BUSINESS CHALLENGES

- Slow demo bookings for an AR training platform; enterprise sales lagged
- 4-6 demos/month—3% booking rate from outreach.
- \$1,400 CAC—too high for scale.
- 20 hours/week on manual LinkedIn/emails—draining creative time.
- Cold calls/emails missed big targets (e.g., Fortune 500s).

## OBJECTIVES

- Increase Demo Bookings: Boost demos to 20+ per month to showcase their platform to enterprise decision-makers.
- Reduce CAC: Lower acquisition costs to under \$600 per client, ensuring profitability on larger deals.
- Optimize Efficiency: Cut outreach time by at least 65%, freeing the team to focus on closing rather than chasing.
- Target Enterprises: Build a lead pipeline of learning and development (L&D) and IT leaders at companies with 1,000+ employees, prioritizing high-value contracts (\$200K+).

## SOLUTION

Our AutoReach Pro initiative:

- Targeted 2.5K+ L&D/IT heads at enterprises
- LinkedIn + email + SMS + AR demo teasers—personalized ABM.
- AI-scored leads—80% qualification boost.

## RESULT AND BENEFITS

After 5 months, Q2-Q3 2024):

- Demos: 6 to 28/month—367% rise.
- CAC: \$1,400 to \$450—68% cut.
- Sales team saved 25 hours/week
- Revenue: Significant gains added, with a 33x ROI.

“Your system did a complete 180 for us, everything is moving in the right direction now and we’re thriving” — Head of Growth