

350% LEAD SURGE FOR VR TRAINING SOLUTIONS

A VR Experience Studio

CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA

A GAN-FALL CLIENT

Industry: AR/VR Tech

Size: ~60 employees, \$16M revenue

Location: West Coast, USA

This VR experience studio specializes in immersive virtual reality training solutions, creating simulations for industries like healthcare, manufacturing, and education that enhance skill retention by 35% over traditional methods, according to client feedback. With a talented team of around 60 employees and \$16M in annual revenue, they've carved a niche on the West Coast, delivering VR experiences that blend cutting-edge tech with practical outcomes. Positioned in a hub of innovation, they aim to dominate the enterprise VR training market, secure multimillion-dollar contracts, and scale to a \$40M powerhouse.

BUSINESS CHALLENGES

- Poor lead quality: 10 per month, mostly small firms, unfit for \$200K+ VR training deals.
- High CAC: \$1,500 per client, slashing profits on \$250K average projects.
- Slow outreach: 28 hours weekly chasing leads, stalling VR content updates.
- Competition: Larger VR providers locked up big enterprise contracts.

OBJECTIVES

- Boost leads to 45+ monthly, targeting \$200K+ deals from enterprises.
- Cut CAC to \$480, freeing funds for VR hardware and team growth.
 - Reach 90% lead fit for firms with 1,000+ employees needing training tools.
 - Reduce outreach time by 70%, focusing team on development and pitches.

SOLUTION

Our AutoReach Pro initiative:

- Targeted 3,200+ HR and IT directors at firms with 1,000+ employees seeking VR training.
- Ran 5-touch campaign: LinkedIn demos with retention stats, emails with case studies, SMS webinar invites, follow-ups, nurture drips for non-responders.
- Used AI scoring to hit 90% lead fit, cut low-value chases by 80%.
- Synced with Salesforce, automated lead tracking, sped up sales cycles.

RESULT AND BENEFITS

- Leads climbed from 10 to 45 per month, a 350% rise, filling pipeline with enterprise clients.
- CAC dropped from \$1,500 to \$480, a 68% decrease, funding three new VR devs.
 - Revenue grew with \$900K training contract, \$3M more in pipeline.
- Outreach time fell from 28 to 8 hours weekly, a 71% gain, boosting content updates by 25%.
 - \$48K investment returned 38x in revenue, aiming for \$40M goal.

"More money and time to focus on what really matters all because of your system. The fact it even exists is pretty awesome"— Owner