Shuuraku.com

marketing tools for your community

Client Profile
BOATsmart!® is accredited by Transport Canada to educate and certify boaters for their Pleasure Craft Operator Card in both official languages. Their mission is to empower you to boat with confidence.

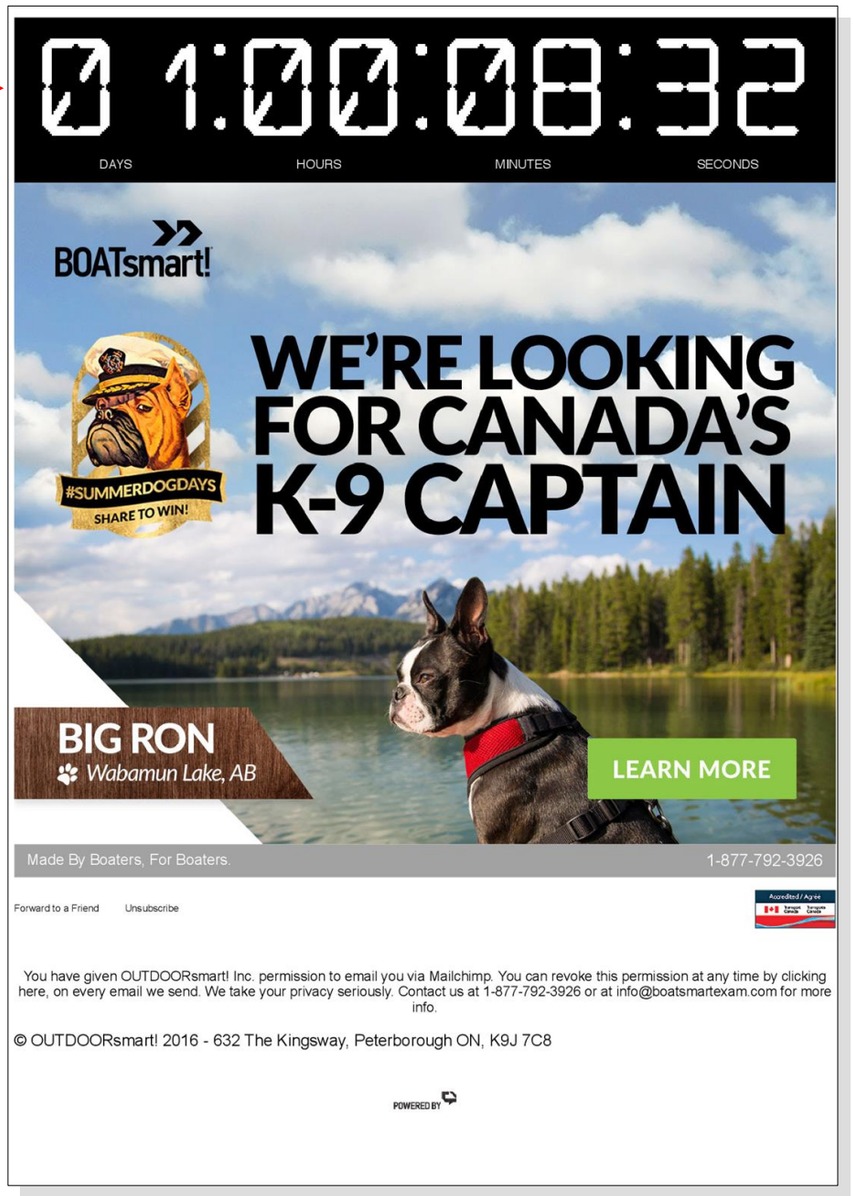
Campaign
BOATsmart!® was running a hashtag contest looking to crown Canada's k-9 Captain in advance of National Dog Day. During this time BOATsmart! donated 5% of all proceeds to The Humane Society of Canada.

Email Details

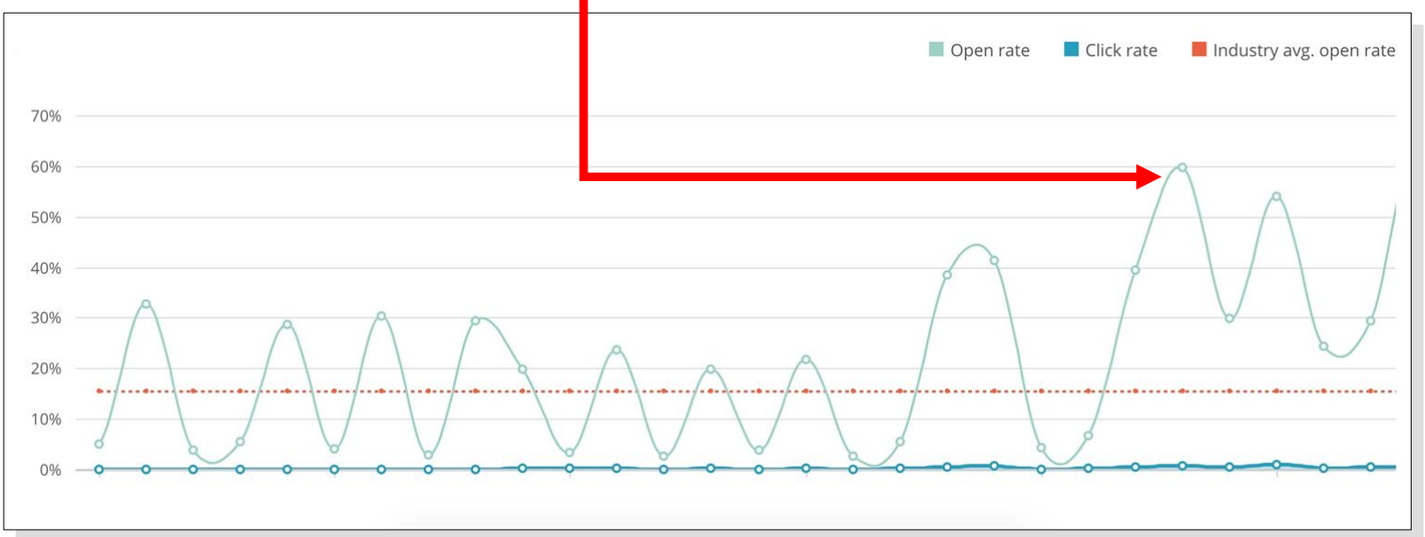
- 59.8% open rate
- 1.5% click thru rate
- 66% increase in revenue

Results

- Highest open rate to date
- Highest click through rate to date



> **"This tool should be in every marketer's toolbox."**
>
> *- Scott Cosgrove, Director of Marketing OUTDOORSmart! Inc.*



> **We wanted to add a dramatic effect to our email to increase engagement. We worked with Shuuraku.com to get a countdown timer created and implemented in a matter of a few minutes. The result was immediately noticeable."**
>
> *- Trevor Newell, Chief Operating Officer OUTDOORSmart! Inc.*