



Alternative Bearings Corporation uses MassMailer to grow business and increase revenue

BACKGROUND / CHALLENGE

Established in 1997, [Alternative Bearings Corporation](#) is a privately held company that provides OEM's and distributors with quality ball bearings for the Aerospace industry. They maintain a broad product inventory that supports Airbus, Boeing, Douglas, Bombardier, Cessna, Raytheon, Gulfstream, and many others.

In the past, sending out mass emails to leads and prospects was difficult and very time consuming limiting their marketing departments ability to do effective direct mass email campaigns and grow the business.

SOLUTION

About 3 years ago they got Salesforce and MassMailer to support their mass email needs and found that with the MassMailer Wizard can now send thousands of emails at a time with just a few clicks.

BENEFITS

Today they are sending emails out to all their leads and contacts in all 50 states monthly which have greatly increased the pipeline and has resulted in more customers and more revenue.

Another thing that has greatly helped is the quality of the statistics they are now able to capture from their mass email campaigns providing important information for better managing leads and prospects.

According to Robert Malloy, VP Sales -- "MassMailer has done wonders for my marketing. I used to only be able to fire off 20-25 emails at a time years ago until I started using Mass Mailer. Now I am firing off 1000-2000 emails to prospects at a time....amazing support team is also very helpful anytime there is an issue or question.....highly recommend".