

EMAIL MARKETING

AQUILA 36 LAUNCH

With this email Aquila was introducing a new model, the Aquila 36 Power Catamaran, to generate interest and excitement while driving people to come see it at the Miami International Boat Show 2017. As we have seen that using video in our email captures attention and leads people to click through, the focus of this email was a video in which the Aquila team discussed the design, development and benefits of the unique new model. 36.7% of those who opened the emailed clicked on a link in the email. The video featured in the email has received 10,304 views on YouTube. Since debuting the Aquila 36, 22 have sold.

The email was sent on February 9, 2017, through HubSpot through the Aquila database of opted in emails.

Subject Line: See the all-new Aquila 36 at Yachts Miami Beach and the Miami International Boat Show.

Link to View Email: <http://media.marinemax.com/get-a-taste-of-life-aboard-the-all-new-sport-power-catamaran-the-aquila-36>


Stats

Delivered: 1,235 email addresses

Opened: 316 – 25.6% of delivered email addresses opened

Clicked: 282 – 23.1% of delivered email address clicked through

Contact:
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Check out a video of our all-new Aquila 36 in action.
[View this email as a web page.](#)

REDISCOVER BOATING WITH THE AQUILA 36

February 16–20 | Miami, FL

The all-new [Aquila 36](#) is a power catamaran that blends plentiful live aboard space and qualities perfect for socializing with rugged strength and control. With cockpit seating for over two dozen adults and two comfortable cabins with private en-suite heads, you can bring all your friends and family. Take a turn at everyone's favorite activities. Cruise the seas. Anchor up at your favorite spot and stay the night. Make it your best adventure ever. Watch our [latest video](#) to get a taste of what life's like aboard the Aquila 36.

Discover this performance sport power catamaran at the [Miami International Boat Show](#) (Pier 9, slips 912 and 910), February 16–20.

[Watch the Aquila 36 in Action](#)

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