



How a U.S. B2B Company Improved Email Deliverability to 99.8% with 360 Mass Mailer



Industry

B2B Professional Services



Company Size

Not Disclosed



Region

United States



Featured Solution

360 Mass Mailer

The Customer

The customer is a U.S.-based B2B company that managed its marketing and customer communication through Salesforce. Email was a key channel for reaching prospects and customers, but inconsistent delivery was limiting campaign reach and reducing the number of recipients who could engage with its emails. A portion of emails were not reaching recipients successfully, while the team lacked a centralized way to monitor delivery and identify where issues were occurring. The company needed to improve email deliverability while creating more reliable opportunities to engage prospects and customers without moving its email operations outside Salesforce.

Problem Statement

The company's email delivery rate was below its target, reducing the number of messages reaching intended recipients and limiting the audience available for engagement. Sender configuration was not standardized, recipient lists included outdated records, and delivery issues were difficult to identify quickly because status information was not consistently visible alongside Salesforce records. As fewer emails reached their intended recipients, the team had fewer opportunities to generate interactions, responses, and follow-up conversations. The company needed a more structured approach to **email deliverability optimization** that could improve delivery performance while keeping campaign execution connected to its CRM.



The Challenge

- Sender addresses were not consistently configured around a verified sending domain
- Outdated or inactive recipient records increased the risk of unsuccessful deliveries
- The team lacked a centralized view of delivery status across campaigns
- Emails reaching spam were difficult to identify and address at the campaign level
- Delivery issues across recurring campaigns were not being reviewed consistently after emails were sent, affecting reliable campaign reach
- Recipient selection required better control to avoid unnecessary sends to unsuitable records
- Lower delivery rates reduced the number of recipients available for email interactions and responses
- Marketing wanted to reduce email bounce rates without introducing another email management platform

The Solution

360 Mass Mailer gave the marketing team a Salesforce-based process to manage sender configuration, recipient selection, and delivery monitoring from one place, helping improve delivery reliability and maximize the number of campaign emails reaching intended recipients.

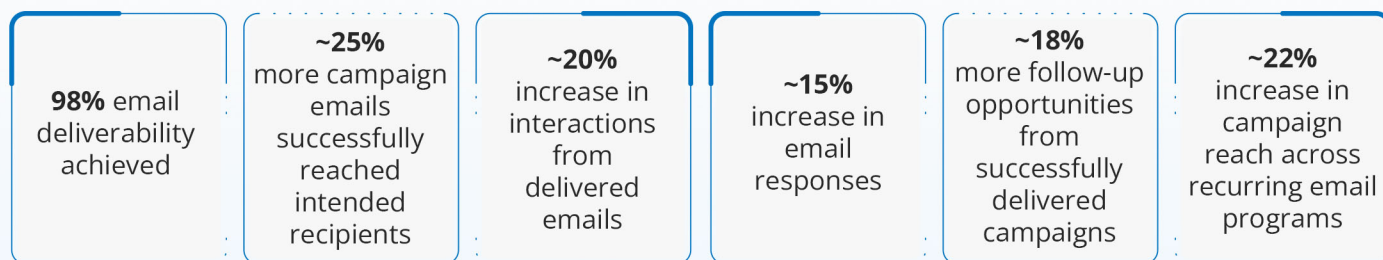
- Configured verified SendGrid sender domains to establish a consistent sending identity and support reliable email delivery.
- Used Salesforce List Views and Reports to select relevant recipients and limit sends to appropriate audiences.
- Tracked delivery outcomes through Email History, including delivered and undelivered email status.

- Monitored spam status to identify emails reaching recipients' spam folders and address potential delivery issues.
- Enabled delivery-status updates to recheck the status of emails from the previous 24 hours.
- Kept recipient and campaign data connected to Salesforce, making it easier to review delivery performance alongside CRM records.
- Reviewed delivery results across recurring campaigns to identify patterns and improve future campaign reach.

The Outcome

The company improved its email deliverability to **99.8%**, meaning nearly all campaign emails reached their intended recipients successfully. With more emails reaching the target audience, a larger share of recipients became available to interact with campaign content and respond to outreach. The marketing team also gained greater visibility into delivery outcomes, allowing it to identify problematic sends earlier and make better-informed recipient and campaign decisions. This created a more reliable foundation for recurring campaigns, follow-ups, and ongoing customer and prospect communication while keeping email performance data connected to Salesforce.

The Impact



Contact Info

1968 S. COAST HWY 1412, LAGUNA BEACH, CA 92651

☎ +1 309 316 7929 (USA) | +44 789 703 1 106 (UK) | +61 4800 94870 (AUS)
+91 8527100121 (IN-Sales)

✉ contact@360degreecloud.com

