



How a U.S. B2B Company Expanded Monthly Campaign Reach 4X with 360 Mass Mailer



Industry
B2B Sales



Company Size
Not Disclosed



Region
United States



Featured Solution
360 CTI

The Customer

The customer is a U.S.-based B2B company using Salesforce to manage prospects, customers, and marketing campaigns. Email was a major channel for lead nurturing, customer communication, and promotional outreach, but growing campaign requirements made its existing bulk email sending process difficult to scale.

Problem Statement

As the company's pipeline expanded, its marketing team needed to reach a much larger pool of prospects and customers every month, without pulling Salesforce data into a separate email platform just to keep up. Native Salesforce sending wasn't built for that kind of scale, and every workaround added manual work instead of removing it.



The Challenge

- Existing email processes were difficult to scale beyond 25,000 emails per month
- Teams spent additional time preparing lists and setting up recurring bulk email campaigns
- Salesforce data had to be manually managed for larger sends
- Engagement data was harder to track consistently across leads and contacts
- Recurring campaigns required repeated setup instead of bulk email automation
- Marketing teams wanted to avoid exporting customer data into disconnected tools
- Campaign performance needed to remain visible inside Salesforce

The Solution

360 Mass Mailer was implemented as the company's Salesforce-native platform for high-volume email campaigns.

- Enabled bulk email sending directly from Salesforce leads and contacts
- Created reusable email templates for recurring campaigns
- Built segmented recipient lists using existing Salesforce data
- Added scheduled sending and bulk email automation for repeat campaigns
- Tracked opens, clicks, bounces, and unsubscribes against Salesforce records
- Reduced dependency on manual list exports and external email platforms
- Centralized campaign activity and engagement reporting inside Salesforce

The Outcome

With 360 Mass Mailer, the company scaled monthly email volume from 25,000 to 100,000 emails while continuing to manage campaigns from Salesforce. Teams could build recipient lists, launch campaigns, and track engagement without moving data between multiple systems. Reusable templates and automated campaign workflows reduced repetitive setup, making it easier to run larger and more frequent bulk email campaigns. Sales and marketing teams also gained a centralized view of recipient activity, helping them use email engagement as part of their broader Salesforce workflows.

The Impact

4x
growth in
monthly
email reach
(25,000 →
100,000)

75,000
more contacts
reached
monthly

0
separate
email tools
needed

100%
of campaigns
automated via
drip

1
unified view
for all
engagement
data

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