



## How a U.S. B2B Company Increased Email Open Rates by 28% 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 running its lead nurturing and customer communication programs through Salesforce. Email was the primary channel for staying in front of prospects and customers, but open rates and response rates were unsatisfactory even though send volume remained steady. The marketing team needed to identify what was affecting campaign performance and improve results without moving its email workflow outside Salesforce.

## Problem Statement

Open rates across the company's core campaigns were consistently low, and the team lacked enough visibility to identify the underlying causes. Inconsistent sender addresses, untested subject lines, and broad audience segments made it difficult to determine what was affecting campaign performance. The company needed a way to connect delivery and engagement data to Salesforce records so the team could identify underperforming campaigns and make informed changes.



## The Challenge

- Sender email addresses varied across campaigns, making sender consistency difficult to maintain
- Subject lines and send times were not systematically evaluated before subsequent campaigns
- Opens, clicks, bounces, and unsubscribes were not consistently available at the individual Lead or Contact level
- Chronically unengaged contacts remained in active campaign audiences
- The team lacked a consolidated view of campaign, template, and audience performance
- Emails landing in spam were not identified early enough to address potential deliverability issues
- Marketing wanted to improve email performance without adding another platform outside Salesforce

## The Solution

**360 Mass Mailer gave the marketing team a Salesforce-based workflow for managing sender configuration, audience selection, campaign delivery, and engagement tracking.**

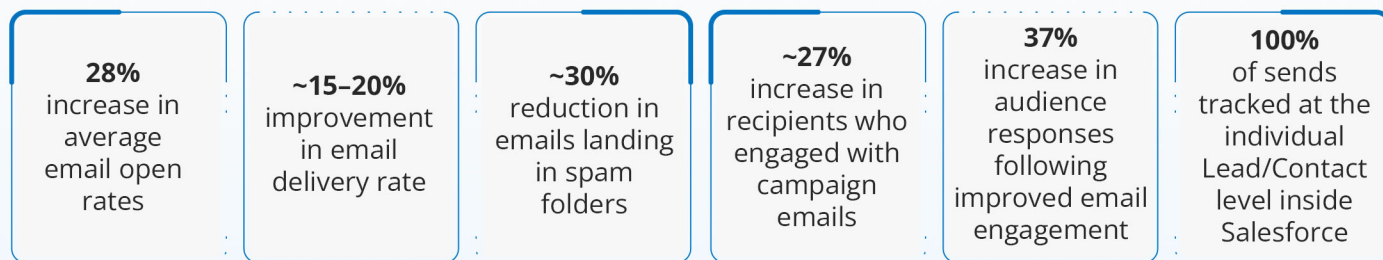
- Standardized From Email configuration using verified SendGrid sender addresses to support consistent sender identity and inbox placement
- Used Salesforce list views and reports to segment audiences and remove stale or consistently unengaged contacts from active sends
- Adopted SendGrid dynamic templates to maintain consistent email rendering across devices and inboxes
- Used scheduled sending to test and refine delivery timing for different target segments

- Tracked opens, clicks, bounces, and unsubscribes through Email History at the individual Lead or Contact level
- Used engagement data to refine subject lines, content, and audience selection based on campaign results
- Monitored spam and delivery status fields to identify messages that were not reaching the inbox

## The Outcome

The marketing team gained a clearer view of how sender configuration, audience selection, content, and delivery timing affected campaign performance. It could identify inactive contacts before subsequent sends, compare engagement across campaigns, and adjust future campaigns using data recorded directly in Salesforce. This gave the team a more consistent process for improving open rates while keeping email execution and engagement history within its existing CRM workflow.

## The Impact



## Contact Info

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