



How a U.S. B2B SaaS Company Reduced Email Marketing Costs by 30% with 360 Mass Mailer



Industry

B2B SaaS



Company Size

Not Disclosed



Region

United States



Featured Solution

360 Mass Mailer

The Customer

The customer is a U.S.-based B2B SaaS company that managed its customer and prospect data in Salesforce while using separate tools for different parts of its email marketing operation. As its email program expanded, the cost of maintaining multiple platforms, managing duplicate processes, and supporting growing campaign volumes began to add up. The marketing team wanted to achieve email marketing cost reduction without cutting campaign activity or moving away from Salesforce.

Problem Statement

The company's email marketing spend was growing faster than the value it was getting from its existing setup. Separate tools introduced additional subscription costs, while maintaining email assets and campaign processes across platforms created unnecessary operational overhead. The team was also paying to reach broad audiences when not every contact needed every campaign, making it harder to reduce email campaign costs without limiting reach. It needed a more efficient email marketing setup that could make better use of its existing Salesforce environment while lowering the total cost of running campaigns.



The Challenge

- Multiple email tools created overlapping costs across the marketing workflow
- Growing campaign volume increased the time and resources required to manage email operations
- Email assets had to be maintained across different platforms and campaign environments
- Broad audience lists resulted in email spend on contacts with limited campaign relevance
- Teams relied on separate systems to manage customer data and email execution
- Scaling email activity meant increasing operational costs rather than simply increasing campaign reach
- Marketing wanted a cost-effective email marketing approach without reducing campaign frequency or audience coverage

The Solution

360 Mass Mailer helped the company consolidate its email marketing workflow around Salesforce, allowing the team to use its existing CRM data and email processes more efficiently while creating a more cost-effective email marketing operation.

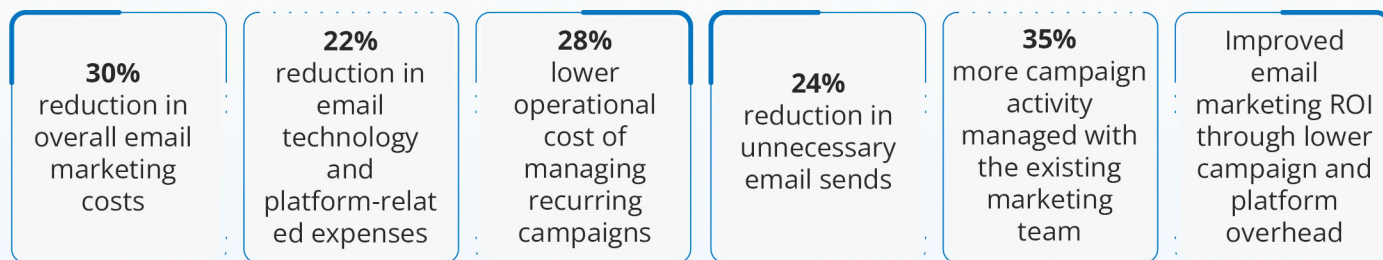
- Moved high-volume email execution into 360 Mass Mailer within Salesforce, reducing reliance on additional email marketing platforms
- Reused existing Salesforce data to build campaign audiences without maintaining duplicate contact databases across systems
- Created reusable email templates that could be adapted across campaigns instead of producing new email assets from scratch

- Used targeted Salesforce reports and list views to focus sends on relevant audiences and reduce email campaign costs associated with unnecessary outreach
- Centralized campaign activity and engagement information in Salesforce, reducing the need to reconcile performance data across multiple systems
- Used scheduled and automated sends to reduce the operational resources required to manage recurring campaign activity and improve email marketing ROI

The Outcome

By consolidating email execution, reducing duplicated processes, and making better use of existing Salesforce data, the company achieved a 30% reduction in email marketing costs. The team no longer needed to maintain the same level of spending across multiple email platforms, while reusable assets reduced the ongoing cost of preparing campaigns. More focused audiences also helped the company avoid spending resources on unnecessary sends. With email activity managed through Salesforce, the marketing team could scale its campaigns through a more **cost-effective email marketing** model without increasing its technology and operational overhead at the same rate.

The Impact



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