MassMailer provides Xyvid sales team the right insight into the mass email responses to follow up in a timely manner.

BACKGROUND / CHALLENGE

Xyvid delivers virtual event broadcasting for the web enabling its clients to engage and interact with target audiences anywhere in the world through event webcasting using a precision high-resolution, affordable Internet-based broadcast platform with quality equal to high-priced satellite broadcasting. They have a database of about 50,000 contacts which they reach out to via mass email every week or two.

Xyvid used Salesforce but due to daily email limits and the inability to get good statistics and track events they were forced to try another email solution but because it was not a native solution they had problems getting open / click / unsubscribe info back into Salesforce in a timely manner. This created a problem for their salespeople who had to import and manually update records which caused delays in following up with the people who showed interest.

SOLUTION

They were aware of SendGrid and its ability to provide good statistics, and in 2016 discovered that the native MassMailer app for Salesforce used SendGrid as its email engine, so decided to give it a try to fully automate their process.

BENEFITS

Using MassMailer, the sales team is now directly notified immediately when someone opens / clicks on an email allowing a quick follow up, and records are automatically updated with email activities improving productivity.

According to Dave Kovalcik, CEO, they are currently looking to further automate their process by using Salesforce Process Builder in conjunction with MassMailer to automatically send follow up emails based on the statistics received from mass emails to continue improving sales productivity.