

## University of Colorado uses MassMailer to help Advisors better support Students.

### BACKGROUND / CHALLENGE

The University of Colorado in Boulder has about 300 advisors who need to communicate with students on a regular basis to inform them about career fairs, deadlines around course registration, internship opportunities, etc. and the daily email limits of Salesforce was creating a problem for them.

In addition, the advisors are not marketing or technical experts so they needed a solution that was user friendly and easy use, and they also needed a better way to ensure students were receiving and opening the emails.

### SOLUTION

In searching for a solution, CU came up with a list of requirements to help in their selection process that include such things as native Salesforce app, email signature, rich text, SF merge fields, easy to use editor, tracking, reporting, override the opt-out field and more. Based on the requirements, CU shortlisted down to 3 vendors and ended up choosing MassMailer because it was user friendly and met all the requirements.

### BENEFITS

According to Susan Ulrich, Lead Solution Architect for Student Success at the university, one of the biggest benefits of MassMailer has been the ability to use campaigns which allows them to target a specific user base and keep data longer while using less Salesforce storage space.

In addition, Susan likes the reports that can now be generated to show open rates, sends, etc which allows the university to ensure that students get messages, while also making sure advisors are not over messaging and are sending emails that are important, useful and relevant. Susan also says that the MassMailer Product Support Team is very responsive and vendor trust is important to her.

The fact that MassMailer uses out of the box SFDC templates that can be modified makes it easy for advisors to use and allows them to focus more on student needs than the technical matters associated with mass emailing.