

OPAL GROUP

CASE STUDY

Event and Business Service

MassMailer Streamlines Email Targeting for Opal Group

Despite the rise of social media and chat apps, email remains one of businesses' most powerful communication channels. In fact, a recent GetResponse report revealed that average email open rates increased by %12.84 this year, prompting many organizations to refocus their outreach efforts on email.

Flexibility and customizability are top priorities for companies like Opal, which use email as a primary communication channel with their clients.

Read this case study to discover how Opal leveraged MassMailer to design custom email campaigns and enhance targeting to drive better outcomes.

The Company

Opal Group, an events-driven company, organizes conferences for businesses and professionals across the country.

The company relies on effective, swift communication from its attendees to ensure that its operations run smoothly.

Whether confirming hotel bookings, sharing flight itineraries, or preparing event schedules, Opal Group banks on clear and smooth communication to maintain seamless coordination with clients.

In this case study, Robin Henriquez, the Cloud Administrator at Opal Group, shares his valuable insights into the challenges they faced with Salesforce email. He explains how MassMailer helped them overcome the hurdles in Salesforce email to enhance the efficacy and impact of the email campaigns and facilitated better management.





The Challenges

The Opal Group faced significant challenges that prevented them from managing their email campaigns efficiently within Salesforce, particularly when these campaigns involved custom objects.

There were three key challenges:

01 CUSTOM OBJECTS

Robin explained that their company uses a custom object for event registrations. For the Opal Group, custom objects are necessary to design targeting campaigns for attendees with follow-ups or new invitations.

They have a custom object for every operation (like even registration). This custom object contains all the information regarding that client, like bookings, flights, etc. With Salesforce, they could not send bulk emails with custom objects.

They had to do workarounds, flows, and automations to tag all of their clients in their custom objects in contacts to be able to group them and email them. This caused a lot of complications with the company's dynamic processes. These inefficiencies were preventing the Opal group from communicating effectively with their recipients.

02 LIMITED EMAILS

Even with their list email in Salesforce, the daily email limit it provides is extremely limited. Opal was only able to send 5,000 emails with list views across their entire company. With each sales representative sending 300-200 emails daily, they reached this limit within 2 hours of starting their workday.

03 LACK OF ANALYTICS

Opal wasn't able to fetch meaningful analytics for their campaigns with custom objects in Salesforce. The metrics were too restrictive and failed to provide them with the insights they required to strategize further.

The Solution

Opal Group adopted MassMailer to address the challenge they faced with custom objects.

Robin says that they chose MassMailer because of its ease of use and extremely simple user interface. MassMailer is a Salesforce-native platform that integrates seamlessly with Salesforce, including custom objects that Opal used for its email campaigns.

MassMailer's intuitive user interface made it simple for the coordination team to set up, manage, and use custom objects to create targeted campaigns. Furthermore, with MassMailer, Opal's professionals could easily remove duplicate email addresses, making it easier to maintain a clean contacts book.

With MassMailer, the Opal Group's coordination team effortlessly created targeted email campaigns and reached out to previous attendees. They could also easily send reminders for upcoming events.

With MassMailer, Opal can now also send emails on behalf of its sales representatives, saving significant time and effort for the team while maintaining professionalism and personalization in every email.

MassMailer provided the Opal Group with a simple bulk emailing solution that they quickly customized to their needs and integrated directly with Salesforce. As a result, they achieved high email efficiency with minimal disruption to their operations.

The Impact

Integrating MassMailer into the Opal Group's Salesforce system proved to be a game-changer. MassMailer offered them advanced analytics, which enabled them to quickly and effectively track campaign performance and make real-time adjustments to their strategies.

MassMailer also enhanced visibility into email campaigns for the Opal Group, allowing them to spot trends and enhance their outreach efforts for maximum engagement and response. It enabled them to get ahead in the industry.

MassMailer also assisted Opal with improving their emailing workflows associated with custom objects, significantly saving the time and effort required to create targeted campaigns.

The Opal Group also realized cost savings by eliminating the need to develop custom programs to create targeted campaigns. This further highlighted MassMailer's value as a Salesforce-native, bulk emailing tool for businesses.

MassMailer's integration capabilities made it easier for the Opal Group to assimilate it into their Salesforce workflows without much disruption quickly.

According to Robin, their sales representatives couldn't even tell that MassMailer was not part of Salesforce! This empowered them to switch to more efficient workflows and customizability without deviating much from their established processes.



The Result

Switching to MassMailer enabled the Opal Group to improve its email campaign management and achieve smoother workflows. It helped them realize cost savings by introducing a user-friendly way to customize and configure the custom objects rather than allocating resources for developing custom programs to execute the same task.

MassMailer enabled the Opal Group to achieve high team efficiency while delivering high-quality, personalized communication to the clients. The teams were able to perform their roles more effectively.

For the Opal Group, this transformation did more than just save time and cut costs: it enabled them to equip their team with the right tools to achieve their goals.



Drive More Impact From Emails with MassMailer

Opal Group's requirement for custom objects was very specific—a need that Salesforce could not effectively address. Adopting MassMailer empowered Opal to work with custom objects in a way that complemented their operations and workflows. MassMailer provides robust bulk email features that seamlessly integrate with Salesforce, tremendously augmenting mass email campaign capacities. The platform also provides automation capabilities, email verification, deliverability status, campaign analytics, and templates to make your teams' tasks easier.

Your team can easily remove spam traps, build workflow email alerts, monitor your brand's email reputation, send one-to-one emails, and design Salesforce campaigns using a simple email wizard.

Try MassMailer for **FREE** → www.massmailer.io



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