

2020 Foresight Executive Talent Solutions

A Recruiting Firm Case Study

SCALING EMAIL MARKETING WITH MASSMAILER

Learn how 2020 Foresight Executive Talent Solutions team added attachment support and leveraged campaign-level analytics to grow email campaigns 30x.

2020 Foresight Executive Talent Solutions, a Chicago-based real estate executive recruiting firm, faced a major problem.

Their entire marketing strategy revolved around emails (no calls or attending job fairs), but they couldn't find an email marketing platform that met all their requirements. This case study highlights how MassMailer came to the rescue and became the backbone of their email marketing operations.

The Challenge

Their initial search for an email marketing solution didn't yield any positive results due to their core requirements.



Compatibility with Salesforce: As their CRM was based on Salesforce, they required a native and niche solution that could be easily integrated into their existing workflows.



Salesforce's Daily Limits: During the search, their monthly volumes were already between 100,000 and 200,000 emails, already reaching the limits of Salesforce's abilities.



Support for Attachments: Due to the nature of their industry, they require a solution that can easily integrate with Salesforce, handle high volumes, and support multiple formats of attachments and links for resumes.



Campaign-Level Analytics: Finally, they needed a solution that could provide detailed statistics for each campaign, not overall.

Without these capabilities, their business development process would break down completely. None of the email service providers met all of the above requirements.

The Solution: MassMailer

2020 Foresight ultimately chose MassMailer due to its flexibility and ability to accommodate their unique needs.

When they requested attachment support early in the partnership, MassMailer added this feature to meet their requirements. Being a Salesforce native solution, integration was easy, and MassMailer could also match their email volumes.



How is MassMailer Being Used Within the Organization?

The company runs two distinct email streams using separate IP addresses. One set handles executive search campaigns targeting companies. Another manages executive marketing, where they send resumes for job-seeking executives who retain their services. This separation maintains a clean sender reputation across different business lines.

All the templates for the emails are built using the template builder. Their teams launch multiple campaigns daily using the built-in outreach wizard. Since the system operates within Salesforce, it's easy for them to pass information to and from the CRM to their email operation.

They also use the campaign-level analytics MassMailer provides to refine their strategies consistently. On the subject, Cyrene Dacanay, the VP of operations, stated, "It's something, you know, we've tried other marketing platforms before, and MassMailer does have the depth of the marketing statistics that we're looking for".



Scale Your Salesforce Email Marketing With MassMailer

MassMailer helps Salesforce customers send and track mass emails without the technical headaches or volume limitations.

With it, you get native Salesforce integration, campaign-level analytics, and features built for real business needs. Your marketing and sales teams can launch campaigns directly from Salesforce, track performance where you work, and make data-driven decisions based on granular insights.

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

The Results

2024 Site Executive Talent Solutions grew from 100,000-200,000 monthly emails to approximately 3 million emails per month without a hitch. MassMailer's infrastructure supported this 30x increase without compromising deliverability or performance.

- ✓ They maintained high delivery rates and steady open rates across millions of emails monthly.
- ✓ Campaign-level statistics enable the team to improve campaign performance and replicate it across other campaigns.
- ✓ The positive results across the board allowed them to expand into financial services, private equity, and venture capital markets.



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