



How PGA Streamlined Member Communications on Salesforce with MassMailer

The PGA needed a solution to unify outreach, save time, and support exponential event growth. Learn how they achieved this with MassMailer in this Case Study.

The Producers Guild of America (PGA) is a nonprofit organization based in the U.S. that relies on Salesforce for its member management needs. However, as their members' numbers surged, Salesforce's limits on bulk messaging and segmentation soon became an issue.

They needed a solution that could scale to meet their needs while keeping everything within Salesforce. This is where Massmailer stepped in.

The Challenge

Before MassMailer, the PGA relied on Salesforce's limited email functionality and outside tools like SendGrid. These options weren't built to handle the volume, segmentation, and tracking that the PGA required.



Salesforce storage limits: Over 60% of their Salesforce storage was consumed by email-related data, with thousands of duplicate email templates stored per campaign.



No second-wave campaign option: Each new send had to be cloned, splitting analytics across multiple campaigns.



Limited ad hoc flexibility: One-off emails sent through workarounds weren't logged in the member activity history, making tracking difficult.



High-volume pressure: During peak periods like awards season, the team had to manage multiple campaigns weekly across different member segments.

Without a Salesforce-native tool to centralize everything, their communications risked being inconsistent and fragmented.

The Solution

PGA wanted a Salesforce-native email tool that supports bulk emails, along with the capability to run analytics. They reviewed mass email options and chose MassMailer as it let them:

- ✓ Import, segment, and message contacts or members directly through Salesforce.
- ✓ Store and reuse templates, with built-in sender profiles for campaigns.
- ✓ Schedule and automate sends, or launch campaigns instantly.
- ✓ Track opens, clicks, bounces, and unsubscribes in real time.

Andrew Boonecrong, Associate Director of Membership Experience, highlighted:

The real strength is the granularity we gain. The more member details we have, the smarter and more targeted our communications can be. MassMailer gives us that ability.

Implementation & Usage

Once MassMailer was integrated, it gave PGA a unified environment to run communications and analysis. They reported three key improvements:

Simplified workflows: Campaigns that once required multiple tools are now handled entirely within Salesforce.

Better member experience: Members receive timely, targeted updates on programs, events, and sponsor opportunities.

Actionable engagement data: Open and click rates guide staff on where to focus follow-up emails or calls.

MassMailer has also reduced reliance on generic test sends. The team could now build structured campaigns, keep engagement data connected to member profiles, and prevent losing historical data.

Additionally, PGA streamlines storage management. Previously, stored email bodies and templates accounted for over 60% of Salesforce data, risking overages. MassMailer's purge feature enabled PGA to keep two years of analytics and delete unnecessary content, saving space.



PGA Scaled Communication Like Never Before and So Can You

The PGA's experience shows how membership organizations can use MassMailer for Salesforce to scale communication without losing personalization or control. By bringing campaigns into Salesforce, they gained a single source of truth for outreach, stronger engagement insights, and smoother workflows for staff.

If you rely on Salesforce CRM and need to send large-scale communications to members or customers, MassMailer offers a practical solution. You can send unlimited emails, track engagement, clean your data, and run targeted campaigns directly inside Salesforce.

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

The Results

Post MassMailer's implementation, PGA could:

- ✓ Create and schedule campaigns that could reach tens of thousands of members with ease.
- ✓ Use email analytics to gain at-a-glance feedback for troubleshooting and improvement.
- ✓ Managing opt-out and bounce.
- ✓ Analyze campaign performance more effectively as all their data was now stored in one single location.



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