

Scaling Real Estate Email Outreach with MassMailer

Wondering how to fix low deliverability and scaling issues? Discover how MassMailer redefined email outreach success.



The Client

Being a middleman in the dynamic, fast-changing real estate landscape puts tremendous pressure on businesses.

For MassMailer's client in this industry, the core business focuses on connecting property sellers with investors and flippers. They specialize in wholesaling the off-market properties, which makes the speed of their investor communications paramount to their success.

As the client's business scaled up, they needed a high-volume, reliable email solution; Salesforce wasn't cutting it. Let's find out how MassMailer solved this puzzle for them.



The Challenges

Many growing businesses rely on Salesforce for customer relationship management. However, the real estate client rapidly outgrew Salesforce's native capacity and required a solution that would scale with them. They faced challenges with:



SCALING ISSUES The client needed to send property opportunity email blasts regularly to thousands of investors every single day. Salesforce's built-in email capacity proved grossly inadequate for this purpose.



DELIVERABILITY CHALLENGES To address scaling issues, the client began using Pardot Account Engagement. However, it introduced new limitations, stunting email deliverability and making the solution unreliable at best.



DOMAIN MANAGEMENT The firm used multiple domains for its outreach campaigns. However, this capability was not available with the other solutions they explored.

Outreach requires a high sending volume and high deliverability—both of which posed challenges for the real estate firm. Let's explore how MassMailer helped them navigate these difficulties with ease.

The MassMailer Solution

The real estate company turned to MassMailer after a lengthy search for alternatives, including SendGrid and Account Engagement. They discovered that MassMailer had all the features that they required for their critical requirements.

MassMailer equipped them with the necessary tools they needed to run the "Dispo Department"—the team tasked with turning contracts into sales:



ELIMINATING EMAIL CAPS

MassMailer allowed the real estate client to send 50,000 to 75,000 emails every single day! This removed the scaling limitations imposed on them by Salesforce. The client could easily send all property updates to all their stakeholders.



SUPERIOR DELIVERABILITY

Sending high-volume emails requires high deliverability to ensure that all the important emails reach their inboxes. MassMailer, with its built-in deliverability tools, was able to resolve this issue that occurs when using Account Engagement. MassMailer provided the necessary infrastructure to support the client's need to use two domains, ensuring high deliverability.



DETAILED REPORTING

MassMailer provides granular, detailed reporting on how each email and campaign is performing. This made a tremendous difference for the client, who was used to frequently seeing deliverability and outreach issues. With MassMailer, they could see insights like why a client wasn't receiving their emails, which empowered them to design better campaigns.



NATIVE SALESFORCE INTEGRATION

MassMailer is designed to function inside Salesforce, offering native integration and a seamless operational experience. There are no technical hiccups, and everything connects seamlessly, making it easy to use.

Simplify Your Salesforce Email Marketing with MassMailer

MassMailer combines ease of use with seamless Salesforce integration and unmatched scalability. These features directly addressed the critical challenges that the real estate client faced.

Before MassMailer, the client's email volume was 75,000 emails, which was unimaginable. Since adopting this platform, they haven't faced any deliverability or spam-related issues.

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



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