

# How Fusion HCS hit 90% more inboxes across 1M contacts with MailMonitor

## About the customer

Fusion Healthcare Staffing is a staffing company that connects healthcare professionals with hospitals and medical facilities.

## Results

**90%**  
increase in email deliverability

**75,000**  
emails inboxed every month

Land 90% of your emails in  
the inbox in just 90 days

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Many of our emails were landing in spam. That directly impacted our ability to fill jobs quickly, costing us both revenue and credibility. MailMonitor helped us identify and fix our issues and monitor inbox placement in real time. It's like having a deliverability expert on our team.

“ **Dan Westenskow,**  
CEO, Fusion Healthcare Staffing

## Challenge

Fusion HCS, a medical staffing firm, faced a severe deliverability crisis. Their list held over 1 million contacts, and despite sending more than 100,000 warm and cold emails each month, perpetually low response rates signaled trouble. Dan discovered two-thirds of their emails were going to spam. This hampered their ability to connect with physicians and healthcare facilities, significantly eroding their business revenue.

## Solution

Fusion HCS turned to MailMonitor for insights into their deliverability. MailMonitor revealed which internal tools and practices landed their emails in the inbox and which ones contributed to their spam issues. Armed with this data, Dan drove his teams to more effective sending strategies. Plus, weekly meetings allowed them to review and make changes, creating a loop that quickly improved their email outcomes.

## Results

Within weeks, Fusion HCS saw a 90% increase in deliverability, with over 75k emails hitting the inbox each month. MailMonitor helped them diagnose the root cause of their spam issues and implement lasting fixes to stay out of the spam folder. In turn, response rates from physicians and healthcare facilities improved, and Dan's team regained trust in email as an effective marketing and outreach tool.