

How hubXchange saved \$271,200 by fixing their email deliverability with MailMonitor

About the customer

hubXchange sets up Life Science Roundtable Events for business executives and scientists across North America and Europe.

Results

\$271,200

saved each year by staying in the inbox

10x

return on their MailMonitor investment

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

[Get a Free Consultation](#)



MailMonitor's software is easy enough to understand for a beginner with little knowledge of email placement. But what sets them apart is their hands-on support to maximize our deliverability. The team is always friendly and responsive, even with challenging clients like us!

“ **Nathan Merryfield,**
Director of Marketing, hubXchange

Challenge

hubXchange relies on email marketing and outreach to drive delegate registrations for its Life Science Roundtable Events. When their emails to a 18,000-strong list started landing in the spam folder, Nathan saw a steep decline in registrations. This threatened delegate quality and made it hard to attract event sponsors, putting significant revenue at risk. Placement tests showed 40% of their emails were going to spam.

Solution

hubXchange needed a partner that offered both diagnostic tools and expert services. So, they chose MailMonitor for its powerful product and hands-on support. A thorough onboarding process helped them set up analytics, while regular strategy calls helped raise their email performance. With MailMonitor's ongoing guidance and monitoring, Nathan began to see tangible gains in their campaign outcomes, fast.

Results

The intervention paid off. Inbox placement shot back to 75% within a few weeks — leading to a sizeable recovery in event registrations and sponsor engagements. Nathan estimates saving \$271,200 annually by resolving their spam issues with a 10x return on their investment. As email deliverability is an ongoing challenge, hubXchange's partnership with MailMonitor has become vital for making their events successful.

