

Reporting.Work | Case Study

Syncing Mailchimp Unsubscribes and Bounces with Bullhorn Candidate and Client Contact Status

Client Problem

A large-size staffing firm using Mailchimp for outbound candidate and client communications was running into several problems:

- Unsubscribes and bounced emails were piling up but not reflected in Bullhorn, leading to:
 - Repeated emails to invalid or disengaged contacts
 - Poor sender reputation and higher spam flagging
 - Wasted recruiter time chasing cold leads
- No easy way to automatically sync email status between Mailchimp and Bullhorn CRM

Our Solution

We built an automated integration that pulled Mailchimp unsubscribe and bounce data daily and updated the corresponding contact records in Bullhorn.

Key Components:

- Mailchimp API to pull recent:
 - Unsubscribed contacts
 - Hard bounces (permanent failures)
- ETL pipeline (Node.js) to:
 - Normalize email addresses
 - Match to Bullhorn contact IDs via Bullhorn REST API
- Status update logic:
 - If unsubscribed → mark contact as “Opt Out” in Bullhorn
 - If hard bounce → flag contact as “Invalid Email” or “Needs Review”
- Scheduled to run hourly via cron jobs

Example Update Flow

Mailchimp → API Pull (daily) → Transform + Match → Bullhorn Contact Update


Results

- Contact statuses in Bullhorn became reliable and up to date
- Improved sender reputation, reducing spam folder delivery
- Saved hours/week previously spent reconciling reports manually

Why This Worked

- Used native Mailchimp & Bullhorn APIs (no extra software cost)
- Designed to run daily and require zero manual effort
- Reusable across other CRMs or platforms (e.g., ActiveCampaign, HubSpot)

Want a similar automation?

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