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

🎯 The Problem

Outbound candidate and client communications via Mailchimp were plagued with 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

🛠️ The Solution

An automated integration that pulled Mailchimp unsubscribe and bounce data daily was developed to update 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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