

Automating Bullhorn Placement Data for Executive Visibility

The Problem

Placement data was manually being pulled from Bullhorn each morning to update executives on new hires, start dates and client activity.

This task:

- Took 1–2 hours/day of operations time
- Was prone to errors and missed updates
- Left C-level executives in the dark on day-to-day progress

The Solution

An automated pipeline was built that extracted, processed, and emailed key Bullhorn placement data to executives every evening - without human involvement.

Key Components:

- Bullhorn Data Mirror (SQL) to query recent placements
- ETL script (Node.js) to display placements for the past 24 hours
 - Start date (past 24 hours)
 - Client name, sales rep/recruiter, job title, department
- Email automation using SendGrid API (formatted HTML email)
- Hosted via daily scheduled Windows task

Email Format Delivered Daily

Subject: Daily Placement Activity – [Today's Date]

Body:

- Separate tables for temporary, permanent and temp-to-perm conversions
- Columns for candidate, client, start date and commission allocations


Results

- Saved 10 hours/week of manual reporting
- Executives gained real-time visibility without logging into Bullhorn
- Replaced static reports with actionable insights
- Ran daily without downtime or human intervention

Why This Worked

- Reused existing Bullhorn Data Mirror — no new licensing
- No dependency on IT or plugins
- Built once, scaled instantly
- Non-technical users got value via email, not dashboards

Want a similar automation?

 Book a free data audit [here](#).