

# BETTS RECRUITING CASE STUDY

## SALES SEARCH



Localytics is the leading mobile engagement platform, providing tools and insights to companies to improve mobile app acquisition, engagement, and retention. After previous success hiring three employees with Betts Recruiting, the company reached out to Betts for a new round of hiring. The company needed a qualified Account Executive to expand their sales team in their London office.

### THE NEED

**Account Executive** with 3 to 5 years of closing experience within SaaS, as well as experience selling MarTech or into Marketing decision makers. Looking for someone who is coachable and willing to learn with solid values.

### THE CHALLENGE

*Before Betts, Localytics did not have an outlined recruiting process*

- Need a partner to source qualified candidates from a broader pool
- Looking to hire a qualified Account Executive fast that could make an immediate impact

### THE SOLUTION

*After Partnering with Betts Recruiting*

- Substantially cut down the interview process time by bringing in qualified and vetted candidates
- Interviewed two thirds of submitted candidates for the position

## WITH BETTS RECRUITING, LOCALYTICS FOUND THEIR ACCOUNT EXECUTIVE HIRE IN LESS THAN ONE MONTH

*“Working with Betts was a pleasure! We were strategically searching for an experienced Account Executive and needed a partner that could be trusted to thoroughly vet candidates. Betts had delivered for us in the past, and they did it again. They took the time to understand our company culture, business objectives, and ideal profile. They sent over candidates that matched our criteria with personalities that fit the intangibles we had discussed. We quickly made a hire from them and have since partnered with them on more searches. It is great to have a trusted partner that will diligently find candidates that match our specific needs!”*



- **Jamie Clohesy**, Sales Director at Localytics

