

# BETTS RECRUITING CASE STUDY

## SALES SEARCH



Yotpo is a SaaS platform that helps businesses generate customer reviews, drive traffic, and increase conversions. In 2015, Yotpo experienced over 400% growth and worked with 100,000 businesses to leverage user-generated content marketing.

### THE NEED

**New Office Sales Team** with sales reps and managers who had experience at high-growth companies, were a culture fit, and could start generating revenue quickly.

### THE CHALLENGE

**Before Betts, Yotpo relied on internal resources**

- Struggled positioning unique brand to competitive New York talent market
- Internal resources did not have time to source and screen candidates at scale
- Faced challenges searching for multiple roles simultaneously
- Situated in a hyper-competitive market and were potentially losing talent to larger companies

### THE SOLUTION

**After Partnering with Betts Recruiting**

- Started interviewing high-quality candidates within one week
- Accessed the same top talent larger companies were pursuing because of expanded network
- Achieved an average time-to-hire of 17 days

## WITH BETTS RECRUITING, YOTPO HIRED 19 NEW SALES EMPLOYEES



*“Betts Recruiting consistently delivers not only the quality of sales people we look for, but also at a rate we’re unable to find elsewhere. By using Betts, we have been able to reach our aggressive annual hiring goals and build a successful sales team that consistently exceeds its sales numbers.”*

**- Jordan Gutman, Head of Operations and Strategy at Yotpo**