



## CASE STUDY



# Any Company That Makes Their Hires Has the Budget for a Recruiting Platform

How Red Points Hired 5 Enterprise SDRs With Betts Connect

## THE CHALLENGE:

# Red Points needed to hire multiple Enterprise SDRs, but they “didn’t” have the budget for a recruiting platform.

Red Points, a brand intelligence platform, came to Betts Recruiting with a need to hire Enterprise SDRs. However, they didn't have the budget for the upfront fee for Betts Connect. However, Betts was so confident in Red Points' ability to hire top sales professionals on the Connect platform that they agreed to let their Senior People Partner, Madhushree Gnanasambandan, use Connect on a pay per hire trial.

**“The platform is a great sourcing tool for GTM roles; profiles are well built to give us a better idea of an employee’s metrics, client base, true job responsibilities, and salary expectations before we even talk to them.”**

**-MADHUSHREE GNANASAMBANDAN,  
SENIOR PEOPLE PARTNER AT RED POINTS**

## KEY TAKEAWAYS

- Red Points hired 3 Enterprise SDRs on Connect via complete self-service.
- Hired 2 additional sales professionals with Betts help
- Opened 3 new go-to-market roles with the guidance of the Betts CSM team
- Reviewed 60 profiles and held 16 interviews with vetted candidates in 2 months
- Made 5 hires within 3 months on Connect

## SOLUTION:

# Red Points hires 3 Enterprise SDRs by simply reviewing resumes through Connect.

Madhushree runs a small team and made it clear that she would be sourcing candidates. After signing a pay per hire trial agreement, she started sourcing Enterprise SDRs on the Connect platform. Within the first 60 days, she viewed 60 profiles, set up 16 interviews, and made 3 hires without any assistance from the Betts team.

After seeing the value of Connect after just 2 months on the platform, Red Points moved to the Betts Connect monthly subscription model. Then, within 45 days, they made 2 more hires and opened up 3 new roles with the help of the Connect CSM team.

## RESULTS:

# Red Points proves that any company that makes their hires has a budget for a recruiting platform.

While Red Points was initially hesitant to commit to Connect because they didn't have an explicit budget for a recruiting platform, they quickly saw Connect's value when they made 3 hires within 60 days with no up-front cost. Also, Madhushree proved that clients don't need a team of recruiters to be successful on the platform since she made 3 hires through complete self-service on Connect.

In addition, Red Points signed up for a monthly subscription to Connect shortly after their trial and hired 2 more people on Connect. At this rate, they will achieve a ROI of 4X their investment into Connect. Thus, they showed that if a company has the budget to make 5 or more go-to-market hires in a year, then they will have the budget for a recruiting platform like Betts Connect.

## How is Connect a Recruiting Platform Unlike Any Other?

For starters, Connect is the only recruiting platform built by recruiters and powered by recruiters, and Betts team members are solely incentivized to help clients hire the best people and ensure their happiness as a client. Hence, this is why their clients achieve **ROI within 3 months**.

Furthermore, with traditional recruiting platforms, such as LinkedIn Recruiter, users have to apply tons of filters to find ideal candidates, and then send them a message that they may or may not respond to just to see if they're looking for a new opportunity. However, Connect users may implement 1 or 2 filters before they jump right into reviewing profiles of vetted, job-seeking go-to-market professionals. As a result, they no longer have to spend time sourcing and have more time to review profiles and interview potential hires for their team. Also, candidate response rates are 2-3X the industry average, Betts has a large recruiting team that's always adding top job-seeking professionals to the Connect network, and over 10,000 candidates apply to Betts' jobs each month.

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# Meet the Future of Recruiting

Betts specializes in go-to-market recruiting and has spent more than a decade building relationships with hundreds of thousands of qualified candidates. When clients search through profiles on Connect, they can do so knowing that each person has been vetted by their recruiters and that they are confirmed to be actively looking for their next opportunity.

Additionally, clients who sign-up for a Connect subscription are paired with a CSM that has a background in recruiting and who is incentivized to make clients successful on the platform. This CSM can be thought of as a recruiting concierge that not only helps clients take full advantage of Connect but who also goes above and beyond to ensure client success. For example, it was with a CSM's guidance that Madhusree was able to open up more roles on Connect, such as a new Account Executive and Customer Success Manager position.

Finally, in addition to the 20,000 active, job-seeking candidates on Connect, Betts can re-engage over 250,000 passive candidates with their Just in Time AI system when new opportunities open up that match their background. Also, Connect's Surge solution pairs access to Connect with a personal recruiter who can help find talent with unique backgrounds or that's needed in areas without a ton of talent readily available.

## ABOUT RED POINTS

*Red Points is the most widely used solution to protect brands online. Over 900 companies rely on their platform to fight counterfeits, piracy, impersonation, and distribution abuse. Clients leverage Red Points to improve their brand value and to increase revenues.*

*With 270+ professionals and offices in New York, Barcelona, Beijing, and Salt Lake City, Red Points has disrupted an industry traditionally led by service providers with a scalable, cost-effective solution.*