

Leveraging Gratitude to Drive Business Growth

Hired_

Hired is the largest AI-driven marketplace that matches ambitious tech and sales talent with the world's most innovative companies. Hired combines intelligent job matching with unbiased career counseling to help people find a job they love and reach their full potential.

Industry	Company Size	Website	Joined Thnks	Thnks Solutions
Staffing and Recruiting	51 - 200 Employees	www.hired.com	March 2019	Sales

Use Cases

1

Engage

Engage with targeted prospects to book more new business sales meetings

2

Reconnect

Reconnect with prospects and customers who've gone dark to broaden opportunities

3

Leverage

Leverage gratitude as a substitute for direct mail to grow relationships with key contacts

Solution

After enacting direct mail campaigns to catch prospects' attention, Brooke needed a swift and efficient solution to help Hired reach their target customers while working remotely. Since Hired's sales team was already using Thnks to share grateful gestures with their prospects, Brooke decided to double down on digital expressions of appreciation.

By partnering with Thnks, Brooke said that, "Thnks has been a great tool for Hired's outbound marketing efforts." In addition to liking the simplicity of the platform, Brooke loves how the process of sharing Thnks gestures is streamlined, and that she can track her sales reps' spend, as well as set budget limits. She added that, "Thnks has saved us hours of time and improved our cost efficiency, and this has allowed us to spend more time on other initiatives and allocate leftover budget to other channels."

Brooke's sales team loves that Thnks gestures reach prospects and customers directly in their inboxes, and they've experienced increased response rates from practicing personalized gratitude.

After Partnering with Thnks

63%

Reduction in Gratuitous Marketing Spend

92%

Thnks Open Rate

7%

Decrease in acquisition costs

