



Customer story

Differentiating the on-site experience

greenhouse +  SQUARESPACE

Introduction

Winning awards for “Best Places to Work in NYC,” “#1 New York-Based Employer Brand” and “50 Best Workplaces for Parents” from brands like Crain’s, Hired and Fortune is enviable. How did Squarespace do it? By cultivating a strong employer brand and prioritizing an excellent candidate experience – both online and offline.

In this case study, we look at how Squarespace gets the most out of their investment in events as a key part of their offline strategy. Since candidates have hundreds of options of companies to work for, the team knew it was crucial to engage candidates in-person to showcase their brand and culture. That’s why Squarespace attends over 100 events every year.

Learn more about why Squarespace chose the events app in Greenhouse Recruiting to help differentiate the experience on-site and facilitate impactful follow-up conversations with promising prospects.

Industry

Technology

Company size

~800 employees

Headquarters

New York City, NY with 2+ locations





Squarespace's challenge

Inefficient data capture at events meant reformatting dozens of spreadsheets to review marginally useful information after the fact

Difficulty connecting the notes from great conversations to the right prospects led to delays moving forward in the interview process

Attending events was expensive, and the team couldn't confidently measure ROI

Greenhouse's solution

Custom questions to get critical candidate information directly into Greenhouse Recruiting

Notes attached to prospect profiles that are easy to sort, filter and review to make more informed candidate decisions

Sleek, modern interface that's easy to use and intuitive for both candidates and recruiters



Squarespace's challenge

As the team started attending an increasing number of events, they knew that they needed a more organized strategy – relying on Google Forms to track the conversations they were having onsite was not an option.

Events are one of the most expensive investments for the recruiting team. From tickets, sponsorships, travel, accommodations and swag, the total cost can easily balloon well into the thousands. This underlined the importance of knowing how many prospects enter into

“Creating and managing an event in the app is extremely intuitive and simple to do. Since the information feeds right into candidate profiles and prospect pools in Greenhouse, a tool that recruiters are already familiar with, it requires very little training.”

Courtney Kraus

Analyst of People Tech & Analytics

the hiring process, how many eventually get hired and what events they come from in order to accurately measure ROI and confidently report on results.

Once, while attending a large conference, the team was only equipped with two scanners to collect prospect information. They quickly



realized they needed more. Three hours later, four extra scanners were delivered but they were all low on battery power. People Tech Operations Lead Nick Reyland explains, “The rest of the conference, we struggled with keeping the scanners charged and teaching people on our team how to use antiquated technology, and regretted the hundreds of dollars we were spending for very little return on investment. This experience taught us that we needed a tool that would be reliable and easy to use at these large events.”

Our solution

While the team explored a number of different event management tools, they ultimately decided on the Greenhouse events app because of how easy it would be to use and integrate with their ATS, Greenhouse Recruiting. Analyst of People Tech & Analytics Courtney Kraus points out, “Creating and managing an event in the app is extremely intuitive and simple to do. Since the information feeds right into candidate profiles and prospect pools in Greenhouse, a tool that recruiters are already familiar with, it requires very little training.”

The quality of information the team was collecting was a game-changer. Instead of just having a list of names and email addresses with no contextual information, the team was now reporting which attendees were interested in learning more about Squarespace careers, what specific job they were interested in, when they were graduating and who they spoke to at the event.



Using custom questions, candidate tags and recruiter notes to personalize post-event outreach has also been impactful. Nick explains, “If a prospect said they were interested in our women employee resource group, we may send them an update on what that group is up to lately so they know what they could be joining if they join Squarespace.” This workflow has been integral in personalizing follow-ups and perpetuating the candidate experience.

Finally, using the events app in conjunction with Greenhouse CRM, the team can send bulk communications to prospects at any stage and still personalize the messaging. “You can even automatically move them to another stage (such as “Reached out – awaiting reply”) after you send – it keeps everyone extremely organized and ensures no one falls through the cracks,” says Courtney.

To sum up, both Courtney and Nick advised companies looking to recruit from events to “align with your team on your events strategy and what will make the investment worth it to your organization. We are interested in hiring prospects from these events, so a system that integrated with our hiring tool was crucial.” For Squarespace, that tool was, without question, the Greenhouse events app.



greenhouse

Greenhouse is the leading hiring software company. More than an ATS, we help businesses be great at hiring through our powerful philosophy, complete suite of software and services, and large partner ecosystem – so businesses can hire for what’s next.

To learn more, visit
greenhouse.io